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The Department of Travel and Publicity
and
The Department of Public Records and Archives
Province of Ontario

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Report for the year 1963

Report of the

DEPARTMENT OF TRAVEL AND PUBLICITY

and the

DEPARTMENT OF PUBLIC RECORDS AND ARCHIVES

Province of Ontario

for the year 1963

BY THE HON. JAMES A.C. AULD

Sessional paper No. 38 - 1963

GOVT PUBNS



The Honourable James A. C. Auld

Minister of Tourism and Information

ONTARIO

Department of Travel and Publicity

OFFICE OF THE MINISTER

67 COLLEGE STREET
Toronto, Ontario

TO:

THE HONOURABLE W. EARL ROWE, P.C., (C),
Lieutenant-Governor of the Province of Ontario, in Council

MAY IT PLEASE YOUR HONOUR:

The undersigned has the honour to transmit herewith the Eighteenth Annual Report of the Department of Travel and Publicity and the report of the Department of Public Records and Archives, for the calendar year, 1963.

I have the honour to be, Sir,

Your obedient servant,

James Auld

Minister of Travel and Publicity.

Toronto, Ontario,
March 18, 1964.



The new Reception Center at Windsor, Ontario, which was opened to the public on June 1, 1963.

As Deputy Minister of the Department of Travel and Publicity, I am pleased to report on the department's activities for the calendar year, 1963.

In reviewing the history of the department, it becomes evident that 1963 was a most significant year, second only in importance to the year in which the department was established.

For the first time since 1950, Canada enjoyed a favourable international balance of payments in tourism. United States and foreign tourist expenditures in Ontario reached a total of three hundred and fifty million dollars, an increase of eleven percent over the previous year. As domestic expenditures are two to three times larger than foreign tourist expenditures, we can state that tourism in 1963 contributed well over a billion dollars to the economy of the province. It is, therefore, reasonable to rank the tourist industry with such economic giants as pulp and paper, agriculture and manufacturing as an economic force in Ontario.

There can be no doubt that competition for the discretionary dollar, particularly the tourist dollar, is becoming more intense. Within the last ten years we have seen other provinces, states and jurisdictions throughout the world create departments, commissions, and agencies, whose prime function is to promote and publicize that jurisdiction's tourist industry, and to encourage the development of an attractive tourist plant. Many of these agencies, and the programs they formulated, followed the precedent set by this government when the Department of

Travel and Publicity was created in 1946. While considering the accelerated efforts being undertaken by other areas, and at all levels, it is recognized that the Ontario Department of Travel and Publicity is the leader in the promotion and development of tourism.

It is evident, however, that the promotional methods developed in the early years of the department's operation were not appropriate nor sufficient for what we might call the jet age. Therefore, to honour our obligations to the people of Ontario, and to maintain our favourable position in the travel field, we are in the process of up-dating our approach to tourism through a reorganization of the department. It would be appropriate at this time to express our appreciation to the Organization and Methods Branch of the Department of Treasury for their advice and co-operation in the reorganization program.

A notable advancement in the department's approach to the expansion of tourism was the establishment, in June of 1963, of a Travel Research Branch. This is in recognition of the necessity for a central organization to gather, interpret, and disseminate facts concerning tourist trade potential, travel market analysis, and the influences motivating travel. The branch is under the direction of a professional economist, and is the first such branch in this country; again emphasizing the department's leadership.

Since its formation, the branch has made a study of research work done on the travel industry in Canada and other jurisdictions, and developed a working relationship with other departments of government which have

statistical information dealing with the industry. As part of its planning the branch carried out a study in the Kawarthas during the past summer. While the results are of limited use, the branch did obtain important information on proper procedures to use in survey work.

In the course of the past year, the department, through all its various branches, has employed appropriate techniques essential to the continuing growth of the industry. Our advertising appeared in 18 magazines and 85 daily newspapers in the United States, and 47 American radio stations carried commercial announcements featuring Ontario. In Canada, 17 national magazines were employed, along with 44 daily newspapers, 275 weekly newspapers, and 42 foreign language newspapers serving the numerous sectors of Ontario's ethnic population. Special spot programs were carried over Ontario stations to publicize special events; i.e., blossom week, the grape festival, and the fall colour cavalcade. A limited program on television in the United States was carried. This program provided 2-minute 20-second spot announcements, with pictures, and was carried by 30 television stations. Newspapers and radio were also used to promote our winter sports program.

We continued to produce a variety of attractive and informative travel publications ranging from our major booklet, "Ontario for a Refreshing Vacation", to accommodation listings for Ontario's 32 vacation areas. In addition, our general publications included, the Ontario Government Services Bulletin, the Parliament Buildings folder, and the Directory and Guide to Government Services.

Our publicity program included the operation of our Annual U.S. Editors' Goodwill Tour of Ontario, special visits of prominent writers and broadcasters, representing magazines, newspapers, radio and television from the United States and the United Kingdom. Noteworthy among these was the final phase of a National Geographic assignment, begun in the summer of 1962, which appeared in the June 1963 edition of that publication. The department was also host to the Michigan State Senate Committee on Tourism. This Committee visited Toronto to obtain first-hand information about this department's establishment and tourist promotion program. Personnel from all branches participated in numerous meetings, conventions, and conferences as speakers, panelists, consultants, and delegates.

Two new 16 mm films were produced for general and television distribution. One of these, HOLIDAY HIGHLANDS, on the Madawaska-Haliburton area, replaces the film HIGHLAND LEGEND, produced in 1951; the other a general hunting film, LET'S TALK HUNTING. The number of films in our library now totals 21.

These films are distributed in Canada through this department's film library, and the United States through the Travel and Wildlife library of the National Film Board of Canada.

Photographic assignments were undertaken by staff personnel covering many of the attractions and special events throughout the province. A photographic service was also provided, when required, for other departments and agencies of the Ontario Government.

Using the services of a mat distribution organization in the United States, the department circulated a series of featurettes comprised of a number of photographs with appropriate captions, depicting points of interest and special attractions throughout the province. In addition, a special kit of captioned pictures, together with editorial material, was distributed to the travel editors of a number of United States and Canadian newspapers.

A photographic library is maintained within the department, and its facilities have been used by major magazines and newspapers, numerous resorts, local and regional travel organizations, television stations and government.

The number of mail inquiries received in the department increased over the previous year, with direct mail showing a gain of 7.3% and inquiries from other sources gaining 5.1%.

Consistent with this, visits to the 17 tourist reception centres across the province totalled 968,120, compared with 860,526 in 1962. Of these 17 centres, 5 now operate on a year-round basis, and the other 12 are operated seasonally. The department also operated the information centre in the main hall of the Parliament Buildings.

In co-operation with the regional tourist councils and the development associations, the department's personnel were responsible for organizing, training staff, and providing literature for the newly established tourist information bureaux located in the service centres along Highway 401.

The department also participated in various sports and travel shows, fairs and exhibitions in Canada and the United States.

Through the field and the head office staffs, the department continued to carry out a variety of programs aimed at the internal development of the tourist industry throughout the province. A counselling service is provided to tourist establishment operators embracing the full scope of operation including advertising, promotion, accounting, maintenance, operational procedures, and the planning of new facilities. These services are also available to people in other enterprises related to the travel industry and to regional and local tourist organizations.

As part of its educational program, the department held a series of hospitality and training seminars for owners, operators, managers, and staff, of all types of establishments who offer accommodation services or facilities to the travelling public. During the year, the department participated in 16 such seminars and offered assistance and advice to communities conducting modified training courses of their own.

The expansion of our regional tourist councils' program has been most encouraging. Since the inception of the system, a number of councils have qualified for the maximum $5,000. matching grant. These funds have been utilized for regional advertising, promotion, provision of information outlets, development of attractions and the general co-ordination of effort in the individual regions.

The investigation of routine complaints received is also the responsibility of the department. It is encouraging to note that most letters of complaint also contained praise about our good roads, friendly people, and numerous other pleasant observations about their visit.

There have been instances in which compliance with the minimum requirements under the Tourist Establishments Act and the Travel and Publicity Act have become a problem. There is a small percentage of operators who continually contravene the requirements, and the emphasis of the enforcement program is being shifted to correct this problem.

The amount of new construction has not altered appreciably since the preceding year. The total capital investment involved in additions to existing establishments, as well as new establishments, is quite high and generates an increase in the construction industry. This has been a year when many new, large, outstanding motor hotels have been planned, constructed, and completed. These establishments, some of which are within the Metropolitan Toronto complex, offer the complete range of facilities found in large city hotels. All other types of tourist accommodation increased at about the same rate as in 1962. It is evident from the calibre of new accommodation being created today, that Ontario's accommodation can compete as far as facilities are concerned with any other jurisdiction in the world.

The department issues all licenses to operate and permits to erect or establish under the provisions of the Tourist Establishments Act. In 1963, a total of 7,215 operators licenses were issued.

The department also produced a number of semi-technical booklets for use by operators and prospective operators.

During the year the functions of the Historical Branch were transferred

to the Department of Public Records and Archives, which answers to the Legislature through the Minister of the Department of Travel and Publicity. In affecting this change, we have been able to eliminate duplication that existed between the two operations and more closely integrate the work of each.

Ontario Government records were transferred from various operational departments and agencies to Archives custody. Examinations were also made of a large volume of other records considered by the originating departments to have no further administrative value, following which permission was given for their destruction.

One of the most important series transferred during the year included the correspondence and other records of the Honourable Leslie M. Frost. While this material will not be available to the public for a number of years, it should ultimately constitute an invaluable source of information to scholars undertaking research connected with the history of this province.

During the year work proceeded on the preparation of inventories covering our overall holdings of the records of the Department of Education and the Attorney General's Department. An inventory of municipal government records in our possession is also underway. Many individual items and series were catalogued and indexed.

Few large collections of private manuscripts were added to the Archives' holdings of non-government records during 1963, but a considerable

volume of individual items were donated or purchased. Among the more extensive collections were the Osler family papers (1816-24) donated by Mrs. Britton Osler, and a collection of papers of the Honourable Peter Heenan, Minister of Labour in the King administration, and at one time Ontario's Minister of Lands and Forests, donated by Mrs. G. J. McGoey of Toronto. D. M. Symons, Esq., Q.C., of Toronto, gave the Archives a very interesting diary of his ancestor, Lieutenant J. T. Symons, comprising an account of that officer's service during the Northwest Rebellion.

The library, which contains an extensive and specialized collection of volumes dealing with the history of this province, provides a readily available source of secondary information for archivists and scholars undertaking research in our primary holdings.

The library is indexing publications of various historical societies, and preparing a subject index for appendices and sessional papers of the Journals of the Legislative Assembly. Lists of duplicate or extraneous published material were prepared and arrangements made for their transfer on a gift or exchange basis to other libraries.

Early newspapers are increasingly in use as a primary source of historical information. During 1963, the Archives obtained microfilm copies of a number of early Ontario newspapers. Several original issues of newspapers were also added to our holdings. Of particular interest was an almost complete run of the Traveller (1836-37), a weekly published at Hollowell (later Picton). This early journal was obtained

for the Archives through the co-operation of Mr. D. R. Taylor of the Picton Gazette.

Some 550 items were added to our picture collection during the past year, of which 124 were originals.

The repair room, installed last year, is now fully equipped, and a member of the staff is employed on a full time basis at the important task of preserving and restoring our documentary holdings. Assistance has also been given to other government agencies faced with similar technical problems.

An active program involving the erection of historical plaques to commemorate sites, structures, events, and individuals of historical significance was continued. Research was carried out in libraries and manuscript depositories, as well as through interviews and correspondence with local historians, covering over 200 subjects. Forty official plaque unveiling ceremonies were held during 1963, making a total of 349 since the inauguration of this program.

By the end of the fiscal year it is expected that some 60 museums will have received financial grants to assist them with maintenance and curators' salaries under the departmental regulations administered by this branch. During 1963 an amendment to the regulations made museums operated by Indian band councils eligible for grants on the same basis as those operated by municipalities.

Our staff Museums Adviser visited some 70 museums during the year,

and gave technical advice and assistance in such fields as display, conservation, restoration, identification, and cataloguing. A census of the province's museum was prepared, giving their locations, names of curators, and a brief summary of holdings.

During 1963 archaeologists were employed to undertake certain field work on behalf of the department.

Work was continued during the summer of 1963 at the site of the extensive complex of structures at Penetanguishene which once constituted the British Military and Naval headquarters on the upper Great Lakes. The location of the famous hostelry, known as the Masonic Arms, was verified. The foundations of the establishment's blacksmith's shop were outlined and a number of log huts of the naval personnel were also located, and the course of the original roads traced.

Another project involved the excavation of the naval trans-shipment depot of the War of 1812, located at the mouth of the Nottawasaga River near Wasaga. At the site of this depot, known as "Schoonertown", the foundations of 4 log structures have been outlined but a search for an enclosing palisade has, so far, proved unsuccessful.

At the mouth of the Mississagi River in Algoma, a search was made for the sites of two European fur trading posts and for an historic village of the Missisauga Indians mentioned in 18th century French dispatches. The site of the Hudson's Bay Company post on Fox Island was affirmed and evidence of a possible earlier North West Company or independent

traders post on the east bank of the river was discovered.

The Archaeological and Historic Sites Advisory Board acts in an advisory capacity to the Minister on all matters relating to history and allied subjects. It is composed of nine private citizens, including well-known professional historians and other persons noted for their interest in Ontario's past. During 1963 general monthly meetings were held at which the members compiled final inscriptions for plaques and furnished advice on other phases of the department's historical, archaeological and museums program.

In order to develop sound administrative practices, and in keeping with the recommendations of the Organizations and Methods survey, the department established an Administrative ServicesBranch during the past year. The branch is responsible for those functions involving accounts, personnel, warehousing and central files.

Late in 1963, the operation of the Ontario-St. Lawrence Development Commission was transferred from the Department of Economics and Development to this department. Information concerning the activities of this commission are contained in a separate report.

It would be appropriate to acknowledge the invaluable assistance and advice rendered by the Tourist Industry Committee of the Ontario Economic Council. Notable among this council's recommendations to the department's program, and which have been effected, were the conference on tourist communications convened at Quebec with

representatives of the communications media of both provinces and officials of the Department of Tourism, Fish and Game for the Province of Quebec, and the formation of the Ethnic Press Advisory Committee, through which this department can disseminate information to the many new Canadians living in the province.

It was also as a result of the recommendations of this committee that this department, in co-operation with the Department of Economics and Development, inaugurated the Ontario Souvenir and Handcraft competition and exhibition.

The department has also enjoyed excellent relations with numerous trade organizations, particularly, the Canadian Tourist Association, the Northern Ontario Tourist Outfitters, the Association of Tourist Resorts of Ontario, the Ontario Hotel and Motel Association, the Ontario Motel Association, the Ontario Historical Society, and the Joint Board of Ontario Travel Associations.

In presenting this report I would like to commend the staff of the department for the efficiency, energy and loyalty with which they have discharged their responsibilities during the year.

Guy E. Moore

GUY E. MOORE,
Deputy Minister.

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Visitors to Reception Centres 1957 to 1963

Centre	1957	1958	1959	1960	1961	1962	1963
Kenora	20,427	17,374	25,542	22,396	29,601	34,643	31,824
Fort Frances	12,436	16,466	20,406	18,986	16,694	17,320	18,307
Rainy River							1,110
Middle Falls	25,691	22,813	32,794	32,599	41,807	33,275	33,765
Sault Ste. Marie	22,097	21,703	22,013	16,747	25,385	25,598	38,272
Point Edward*	100,657	114,924	127,779	130,322	161,094	171,600	180,172
Windsor (Tunnel)*	38,856	39,778	42,677	36,948	34,203	40,614	71,513
Windsor (Bridge)	33,647	32,465	41,969	47,121	47,506	52,407	49,558
Fort Erie	24,726	26,976	29,495	26,525	21,559	32,963	32,963
Niagara Falls	105,573	96,284	103,308	92,995	100,805	108,695	120,452
Homer	40,651	49,359	62,919	64,747	64,037	60,574	74,202
Lakeland					31,985	52,058	65,077
1,000 Islands Bridge***	36,662	37,306	52,248	64,040	78,914	90,350	110,958
Prescott	12,438	10,189	16,474	14,898	5,189	3,406	8,889
Cornwall	25,708	27,881	48,306	42,248	48,760	47,629	44,533
Hawkesbury	29,227	26,162	10,502	9,106	5,454	3,949	5,856
Lancaster**			25,918	60,598	72,058	85,445	80,669
Total:	528,796	539,680	662,350	680,276	785,051	860,526	968,120

* - Operated all year, 1957-1963
** - Commenced all year operation, 1960
*** - Commenced all year operation, 1963
- All other Centres seasonally operated.

REPORT OF RECEPTION CENTRES

1963

Reception Centre Summary for 1963	Kenora	Rainy River	Fort Frances	Middle Falls	S.S. Marie	Point Edward	Windsor Tunnel	Windsor Bridge	Fort Erie	Niagara Falls	Homer	Lake-land	1000 Isl. Bridge	Johns-town	Corn-wall	Lan-caster	Harkes-bury	TOTAL
Opening date:	May 15	Jul 15	May 15	May 15	May 18	all	all	May 15	May 15	all	May 15	Apr 12	all	May 15	May 15	all	May 15	
Closing date:	Sep 14	Sep 14	Sep 14	Sep 30	Sep 14	year	year	Sep 14	Sep 14	year	Oct 15	Oct 15	year	Sep 14	Sep 14	year	Sep 14	
Grand total visitors to Centre	31,824	1,110	18,307	33,765	38,272	180,172	71,513	49,558	32,963	120,452	74,202	65,077	110,958	8,889	44,533	80,669	5,856	968,120
Number of parties	7,640	382	4,966	---	5,800	53,519	23,677	14,086	8,703	38,725	21,169	20,971	31,576	2,862	12,960	23,492	1,760	272,288
First visit to Ontario	5,827	376	7,125	13,025	14,303	17,144	13,524	11,140	5,114	64,279	23,636	3,661	30,461	2,272	9,517	6,967	1,050	229,421
Period of stay:																		
Week or less	14,657	1,046	13,296	26,514	10,292	151,715	63,894	42,182	26,489	110,403	59,736	36,270	84,595	7,983	33,069	68,060	2,354	752,555
2 weeks	3,850	50	3,733	6,645	2,354	8,490	4,682	5,115	2,326	7,289	9,014	18,712	15,529	550	6,773	6,818	2,223	104,154
3 weeks	1,170	2	770	457	296	2,021	438	332	679	1,870	4,103	468	6,328	73	808	697	658	21,170
4 weeks	378	3	336	68	107	740	143	34	306	418	836	468	2,521	33	255	250	212	7,108
More	2,867	1	172	81	---	773	90	130	182	392	513	557	1,984	48	---	330	100	8,220
Chief Interests:																		
Resort Holiday ...	855	151	1,514	716	15,986	6,972	1,230	642	1,652	7,211	3,101	4,416	88,404	359	1,309	4,538	633	139,689
Cottage Holiday ..	1,022	57	505	186	332	2,340	451	438	630	1,309	1,497	3,487	7,470	457	344	1,014	159	21,698
Camping	5,410	254	4,328	10,935	15,664	12,237	5,983	4,776	3,683	11,129	9,239	10,497	18,567	1,409	5,662	18,701	1,138	139,612
Touring by car ...	17,443	631	10,377	17,271	23,408	163,739	58,506	40,044	20,588	88,096	53,149	34,093	91,020	8,000	28,174	51,746	2,337	708,622
Boating	684	152	882	11	463	2,775	203	159	450	1,311	1,471	1,374	16,119	284	500	1,115	505	28,460
Fishing	2,970	398	5,945	4,099	11,432	5,580	1,294	862	14,000	3,886	3,907	4,106	16,949	831	928	3,057	451	80,695
Business	830	46	220	120	101	3,312	706	441	734	1,462	981	1,393	2,696	384	1,355	2,661	338	17,780
Hunting	41	46	102	46	80	652	427	61	79	350	224	258	1,241	36	126	331	---	4,100
Ont. Histy & Museums	340	167	421	381	3,138	6,954	447	370	766	6,191	1,948	1,216	42,018	1,010	2,507	6,419	---	74,293
No. of house trailers	1,309	11	156	1,895	1,864	1,516	115	797	775	---	374	681	2,972	26	347	1,186	121	14,145
Telephone calls made:																		
Local	3,405	42	225	---	556	2,106	442	322	202	287	246	2,480	1,682	147	1,252	---	78	13,472
Long distance	206	9	88	---	78	9	142	45	118	140	35	609	717	56	36	412	57	2,757
Licences issued:																		
Fishing	236	---	---	---	---	213	641	---	---	1,203	273	80	507	31	27	---	---	3,211
Hunting	---	---	---	---	---	---	162	---	---	---	---	---	---	---	---	---	---	162
Bus tours serviced:	14	---	1	59	17	---	148	7	---	---	64	12	26	---	10	---	---	358
Representing	550	---	30	2,215	540	---	4,941	224	---	---	1,885	443	840	---	427	---	---	12,095

REPORT OF RECEPTION CENTRES

Destination by Vacation Areas
1963

Reception Centre Summary for 1963	Kenora	Rainy River	Fort Frances	Middle Falls	S.S. Marie	Point Edward	Windsor Tunnel	Windsor Bridge	Fort Erie	Niagara Falls	Homer	Lake-land	1000 Isl. Bridge	Johns-town	Corn-wall	Lan-caster	Hawkes-bury	TOTAL
Opening date:	May 15	Jul 15	May 15	May 15	May 18	all	all	May 15	May 15	all	May 15	Apr 12	all	May 15	May 15	all	May 15	
Closing date:	Sep.14	Sep 14	Sep 14	Sep 30	Sep 14	year	year	Sep 14	Sep 14	year	Oct 15	Oct 15	year	Sep 14	Sep 14	year	Sep 14	
Vacation Area Nos. 1.	142	—	—	20	397	6,367	37,652	15,214	2,322	9,668	4,534	88	1,004	140	228	2,218	68	80,062
2.	76	—	—	23	649	43,856	2,261	1,498	2,220	3,535	3,452	193	676	31	79	844	66	59,459
3.	272	—	8	—	81	4,714	1,091	840	679	340	713	41	651	28	38	402	28	9,925
4.	170	—	17	12	189	6,017	719	856	698	544	1,247	117	725	38	66	926	41	12,382
5.	762	—	34	359	1,100	66,998	13,285	19,834	14,292	79,906	28,969	354	7,215	299	1,337	9,078	247	244,069
6.	1,150	—	62	130	1,424	7,565	2,629	2,349	2,414	5,615	8,559	556	8,834	262	1,121	7,597	207	50,474
7.	75	—	5	5	109	1,189	393	249	702	685	1,561	20,982	587	65	79	211	31	26,928
8.	51	—	—	2	139	669	217	174	841	483	1,420	169	727	16	72	164	44	5,188
9.	36	—	—	—	—	137	22	64	80	55	295	17	450	15	29	68	18	1,286
10.	39	—	—	—	—	250	38	70	82	61	255	38	1,719	21	97	570	23	3,263
11.	9	—	—	11	59	269	48	103	105	39	109	8	972	13	20	262	31	2,058
12.	102	—	3	37	313	958	415	225	927	4,765	3,976	83	57,993	857	2,196	6,582	193	79,625
13.	351	—	—	—	229	5,783	3,341	3,015	1,121	5,886	6,687	433	15,599	3,613	20,835	42,737	424	110,054
14.	1,945	—	58	512	1,069	1,944	548	281	519	1,364	1,699	527	6,681	2,545	2,998	2,610	2,917	28,217
15.	33	—	5	—	1	423	49	35	52	92	123	78	639	58	21	66	133	1,808
16.	5	—	—	—	—	109	46	15	181	15	157	44	563	7	9	6	47	1,204
17.	5	—	6	—	76	166	258	74	239	59	295	418	333	11	11	66	31	2,048
18.	30	—	3	8	13	2,323	912	416	729	79	1,277	12,560	521	9	58	233	80	19,251
19.	22	—	3	2	60	5,908	864	325	327	284	789	1,039	336	2	22	93	61	10,137
20.	17	—	—	14	238	889	424	203	615	—	732	4,742	375	8	56	42	54	8,409
21.	9	—	—	9	133	958	488	384	972	715	1,645	2,725	1,640	164	207	313	153	10,515
22.	43	—	—	36	182	937	480	175	752	419	1,067	1,859	630	70	121	76	77	6,924
23.	56	—	13	2	283	427	210	56	165	143	327	1,979	217	17	31	53	71	4,050
24.	5	—	2	15	364	1,054	230	108	175	51	271	596	155	10	14	9	30	3,089
25.	803	3	235	16,408	10,797	2,641	1,036	652	392	1,144	1,526	3,512	763	168	177	236	117	40,610
26.	11	—	—	4	468	206	104	96	52	19	116	281	71	10	41	8	77	1,564
27.	2	—	—	24	99	182	71	45	169	32	151	266	95	7	7	23	9	1,182
28.	42	—	—	70	75	106	94	52	87	34	97	162	109	13	13	24	39	1,017
29.	1,262	56	569	12,188	12,222	605	474	183	129	160	343	990	195	36	34	78	63	29,587
30.	2,730	454	9,052	1,378	30	115	23	48	19	113	20	133	—	43	10	4	24	14,196
31.	12,185	568	6,582	1,668	756	225	794	126	111	484	959	2,998	417	111	14	385	114	28,498
32.	460	21	1,647	828	286	49	32	28	274	31	14	25	66	—	5	171	37	3,974
Unstated.	-22	8	—	—	—	—	—	—	520	—	817	1,666	—	202	—	—	300	3,535

REPORT OF RECEPTION CENTRES

U.S. Origin and Foreign

1963

Reception Centre Summary for 1963	Kenora	Rainy River	Fort Frances	Middle Falls	S.S. Marie	Point Edward	Windsor Tunnel	Windsor Bridge	Fort Erie	Niagara Falls	Homer	Lake-land	1000 Isl. Bridge	Johns-town	Corn-wall	Lan-caster	Hawkes-bury	TOTAL
Opening date:	May 15	Jul 15	May 15	May 15	May 18	all	all	May 15	May 15	all	May 15	Apr 12	all	May 15	May 15	all	May 15	
Closing date:	Sep 14	Sep 14	Sep 14	Sep 30	Sep 14	year	year	Sep 14	Sep 14	year	Oct 15	Oct 15	year	Sep 14	Sep 14	year	Sep 14	
United States Origin:																		
Alabama	22	---	54	13	96	182	263	110	43	174	84	10	142	7	5	38	---	1,243
Alaska	94	---	22	1	28	37	13	5	2	32	17	12	24	3	5	7	---	302
Arizona	28	---	33	32	161	146	104	31	29	121	37	10	56	4	22	33	---	847
Arkansas	23	---	30	24	50	153	98	67	45	106	36	19	63	13	9	22	---	758
California	678	5	248	242	575	1,324	1,104	595	279	2,160	881	313	975	124	215	626	44	10,388
Colorado	97	---	60	40	76	151	188	65	45	269	120	43	166	6	14	75	7	1,422
Connecticut	86	---	12	45	147	679	218	282	642	3,262	1,453	205	2,197	234	934	1,174	38	11,608
Delaware	13	---	4	4	33	130	59	24	51	607	219	51	561	36	70	123	12	1,937
District of Columbia	12	---	9	17	50	130	292	57	80	509	294	40	433	27	68	129	---	2,047
Florida	151	4	82	170	452	952	425	240	302	989	554	181	917	68	161	353	13	6,014
Georgia	45	---	34	21	111	159	312	136	53	376	165	47	344	13	35	105	14	1,970
Hawaii	27	---	2	3	31	35	122	16	16	75	16	8	10	---	2	5	---	368
Idaho	26	---	31	10	80	39	57	17	17	44	24	16	70	---	4	5	---	440
Illinois	1,131	45	3,025	3,240	4,266	4,018	5,958	5,333	665	6,312	2,158	878	1,625	131	483	1,521	70	40,859
Indiana	281	10	631	762	2,433	2,375	2,679	2,091	493	2,939	954	452	946	47	262	686	27	18,268
Iowa	662	150	1,713	1,913	394	767	564	390	88	837	246	70	356	27	69	230	11	8,467
Kansas	291	33	475	309	94	329	368	209	49	430	144	39	194	14	30	104	5	3,217
Kentucky	20	3	13	35	212	462	562	391	109	590	247	87	213	19	57	133	---	3,153
Louisiana	17	1	31	57	34	161	188	96	20	290	140	15	157	11	8	56	2	1,284
Maine	30	---	3	15	87	207	44	30	93	408	117	3	494	33	171	373	23	2,131
Maryland	59	---	18	63	72	529	226	162	390	2,399	1,321	282	1,384	121	412	507	9	7,954
Massachusetts	158	---	6	77	81	1,199	200	353	1,366	6,559	2,653	293	3,902	332	2,047	1,976	55	21,257
Michigan	555	18	356	3,349	11,439	108,213	22,211	23,120	2,311	8,901	4,480	2,334	4,055	191	1,142	2,723	107	195,505
Minnesota	2,216	435	5,571	11,866	1,513	1,482	363	122	173	1,110	416	222	348	53	89	194	69	26,242
Mississippi	14	---	28	11	16	148	107	95	37	120	52	7	55	5	12	20	6	733
Missouri	295	84	729	526	105	784	944	528	149	1,001	337	114	339	33	71	146	2	6,187
Montana	87	2	4	22	25	59	37	3	36	122	53	45	50	4	5	60	2	616
Nebraska	460	63	478	267	150	156	221	131	78	259	51	41	42	---	13	45	4	2,459
Nevada	14	---	---	4	16	31	47	4	17	30	7	6	25	2	---	9	---	212
New Hampshire	7	---	4	31	31	205	30	40	163	752	245	19	606	83	291	331	25	2,863
New Jersey	134	---	52	142	252	1,468	461	481	1,294	8,646	3,583	614	7,297	479	1,745	2,407	76	29,121
New Mexico	27	---	28	9	4	50	61	40	14	57	26	2	28	---	7	21	---	374
New York	296	---	82	170	409	4,154	1,350	1,506	7,797	22,726	13,986	3,304	26,648	3,726	8,229	8,058	266	102,700
North Carolina	35	---	10	23	60	253	251	168	120	508	309	76	554	31	65	241	4	2,708
North Dakota	392	69	120	183	54	204	37	25	10	118	47	14	40	20	19	9	---	1,361
Oklahoma	68	12	136	109	13	195	204	96	76	241	115	34	156	35	36	82	2	1,610
Ohio	309	7	241	564	1,992	4,859	4,867	4,919	6,368	13,041	8,216	3,626	3,706	371	1,537	2,436	133	57,192
Oregon	81	---	40	38	35	194	66	74	28	168	47	16	86	---	16	33	7	929
Pennsylvania	215	---	48	154	235	1,647	1,133	860	4,760	11,280	7,553	2,027	12,649	882	2,375	3,066	93	48,977
Rhode Island	14	---	---	19	32	184	55	57	145	1,038	489	49	745	42	247	323	22	3,461
South Carolina	8	---	7	11	33	102	140	44	54	251	125	8	242	20	36	60	6	1,147
South Dakota	247	22	157	203	36	134	50	19	32	153	51	11	27	8	7	10	---	1,167
Tennessee	41	---	16	17	73	355	396	228	130	469	150	47	305	11	23	87	---	2,348
Texas	145	11	222	214	142	602	658	432	178	794	350	66	370	28	51	134	10	4,407
Utah	26	---	---	8	10	82	106	51	12	158	78	2	27	6	6	---	---	572
Vermont	12	---	2	9	57	107	42	55	51	181	82	6	450	50	261	228	9	1,602
Virginia	46	---	6	74	103	465	242	220	348	11,424	766	220	943	74	268	308	7	15,514
West Virginia	24	---	14	11	20	151	222	114	235	557	360	210	349	7	41	61	7	2,383
Wisconsin	713	20	1,653	6,548	2,291	1,805	1,283	680	237	1,944	662	406	652	50	181	413	45	19,583
Wyoming	40	2	14	10	13	27	33	13	1	36	25	6	6	---	2	17	---	245
Washington	258	---	55	51	102	244	156	73	66	246	123	60	199	11	11	90	4	1,749
Unstated	---	61	26	---	---	---	899	---	1,250	2,602	817	---	---	---	3,825	4,514	309	14,303
Foreign Origin	247	---	50	77	43	1,014	1,314	406	355	2,057	768	579	1,150	87	329	1,146	103	9,725

REPORT OF RECEPTION CENTRES

Origin by Province

1963

Reception Centre Summary for 1963	Kenora	Rainy River	Fort Frances	Middle Falls	S.S. Marie	Point Edward	Windsor Tunnel	Windsor Bridge	Fort Erie	Niagara Falls	Homer	Lake-land	1000 Isl. Bridge	Johns-town	Corn-wall	Lan-caster	Hawkes-bury	TOTAL
Opening date:	May 15	Jul 15	May 15	May 15	May 18	all	all	May 15	May 15	all	May 15	Apr 12	all	May 15	May 15	all	May 15	
Closing date:	Sep 14	Sep 14	Sep 14	Sep 30	Sep 14	year	year	Sep 14	Sep 14	year	Oct 15	Oct 15	year	Sep 14	Sep 14	year	Sep 14	
Canadian Origin:																		
Ontario	2,900	74	767	1,518	1,757	18,053	15,966	2,204	1,254	5,844	15,141	39,476	23,196	758	13,541	14,299	2,391	159,139
Quebec	421	1	42	14	195	349	432	110	97	2,267	1,330	964	6,749	92	3,734	26,034	1,512	44,343
New Brunswick	60	—	9	4	60	68	69	11	11	278	165	147	900	33	286	1,257	48	3,406
Nova Scotia	98	—	14	—	19	121	89	45	55	381	276	201	1,081	60	338	1,668	68	4,514
Prince Edward Island .	23	—	—	—	29	14	7	2	5	46	27	49	187	7	51	260	3	710
Newfoundland	16	—	21	—	16	26	13	3	18	40	62	62	185	2	27	259	24	774
Manitoba	4,969	10	595	363	331	596	173	51	14	430	397	384	421	14	147	383	51	9,329
Saskatchewan	1,094	10	96	22	60	365	174	31	13	196	231	332	182	15	124	204	33	3,182
Alberta	1,235	—	48	19	101	406	163	14	52	424	230	412	308	11	132	337	46	3,938
British Columbia	986	—	30	12	129	190	124	14	38	262	194	395	358	14	130	411	32	3,319
Yukon	82	—	—	—	6	13	7	4	3	58	—	12	7	—	—	2	—	194
Northwest Territories	—	—	—	—	—	—	—	—	—	—	—	—	6	—	—	9	—	15

MEMBERSHIPS IN AND GRANTS TO TRAVEL ORGANIZATIONS
1962 - 63

REGIONAL ORGANIZATION GRANTS

Algoma	$ 2,756.88	
Bay of Quinte	3,273.75	
Central Erie	5,000.00	
Great Pine Ridge	1,357.65	
Highlands of Haliburton	3,612.94	
Hastings and Land O'Lakes	5,000.00	
Huronia Historic Sites	5,000.00	
James Bay Frontier	3,068.54	
Kawartha Lakes	3,852.64	
Kenora - Patricia	4,960.91	
Lake of the Woods Area	5,000.00	
Madawaska	4,784.68	
Manitoulin - Espanola	5,000.00	
Muskoka	5,000.00	
Niagara - Iroquoia	4,784.07	
Parry Sound	5,000.00	
Rainy River	5,000.00	
Rideau Lakes - 1,000 Islands	5,000.00	
Seaway Valley	1,181.07	
Sudbury District	5,000.00	
Upper Lake Superior	3,841.26	
Upper Ottawa Valley	2,159.17	$ 89,633.56

MEMBERSHIPS AND OTHER GRANTS

American Society of Travel Agents	75.00	
Association of Tourist Resorts of Ontario	200.00	
Canadian Tourist Association	1,500.00	
Joint Board of Tourist Association	4,500.00	
Lake Erie International Vacationland Association	100.00	
Mississippi Parkway	1,000.00	
National Association of Travel Organizations	75.00	
Northern Ontario Tourist Outfitters Association	200.00	
Ontario Tourist Courts Association	200.00	
Ryerson Institute of Technology	150.00	8,000.00
		$ 97,633.56

MUSEUM GRANTS
1962 - 63

Location		Amount
Alliston		$ 1,000.00
Assiginack		125.66
Bowmanville		600.00
Brant		846.25
Brantford		1,000.00
Bruce		1,000.00
Bruce Mines		133.33
Burlington		900.00
Chatham		1,000.00
Cobalt		600.00
Collingwood		400.00
Cornwall		865.01
Elgin		900.00
Gore Bay		250.00
Grand Valley C.A.		1,000.00
Haldimand	(2)	488.33
Halton		1,000.00
Hamilton		1,000.00
Hastings		726.66
Huntsville		514.50
Huron		266.66
Lambton		805.55
Lennox & Addington		761.33
London	(2)	2,000.00
Meaford		564.16
Metropolitan Toronto and Region C.A.		1,000.00
Midland		1,000.00
Moira River C.A.		87.66
Niagara		766.66
Niagara Falls		683.33
Oakville		1,000.00
Orillia		1,000.00
Oshawa		1,000.00
Owen Sound		966.66
Oxford & Woodstock		1,000.00
Penetanguishene		894.00
Peterborough		400.00
Pickering		160.43
Renfrew		300.00
St. Mary's		780.00
Scarborough		600.00
Simcoe	(2)	1,384.99
Toronto	(4)	4,000.00
Upper Thames C.A.		1,000.00
Wellington		880.00
Westport		344.00
Total Grants	(52)	$ 37,995.17

TOURIST ACCOMMODATION IN ONTARIO BY INSPECTORAL ZONES
AND TYPE OF ESTABLISHMENT

T.E. TOURIST ESTABLISHMENT
T.O. TOURIST OUTFITTER
EST. NO. OF ESTABLISHMENTS
R.U. RENTAL UNITS OF ACCOMMODATION AVAILABLE TO VACATIONISTS

INSPECTORAL ZONES		MOTEL		COTTAGE		CABIN		LODGE		INN EST.		TOURIST HOME		CAMPING EST.		DIST. TOTALS		YEAR ROUND OPERATION
		Est	R.U.	Est.	R.U	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R. U.	Est.	R.U.	
Arnprior	T.E.	181	3147	349	1816	86	669	87	1157	21	618	22	206	45	1075	791	8688	203
Napanee	T.E.	68	1234	308	1585	29	205	103	1160	8	74	5	58	13	435	534	4751	72
Huntsville	T.E.	49	537	382	2388	77	511	182	4762	17	347	7	54	34	1885	748	10484	86
Peterborough	T.E.	74	1080	396	2799	41	319	100	1547	19	330	7	67	36	1598	673	7740	79
Orillia	T.E.	87	1121	306	2146	210	2079	73	1925	18	422	6	44	17	1248	717	8985	84
Kitchener	T.E.	328	6496	39	352	95	1173	2	16	18	967	44	605	24	1890	550	11499	286
London	T.E.	212	3179	133	800	70	513	12	186	12	593	22	230	47	1520	508	7021	239
Owen Sound	T.E.	67	921	214	1254	42	308	31	587	21	520	13	103	25	957	413	4650	75
North Bay	T.E.	95	1339	19	129	11	50	-	-	2	107	-	-	1	45	128	1670	83
	T.O.	20	318	241	1732	10	56	111	1105	3	46	-	-	7	106	392	3363	28
Parry Sound	T.E.	21	211	59	408	14	76	36	393	2	28	-	-	2	48	134	1164	23
	T.O.	2	17	229	1425	3	29	97	1068	-	-	-	-	17	411	348	2950	8
S.S. Marie	T.E.	76	1131	6	29	23	187	1	6	13	168	-	-	2	93	121	1614	76
	T.O.	6	84	216	1259	6	49	130	1123	5	73	-	-	8	194	371	2782	20
Kenora	T.E.	31	375	19	131	7	33	-	-	1	25	-	-	5	135	63	699	58
	T.O.	14	180	232	1642	9	30	198	1885	2	25	-	-	5	86	496	3848	0
Ft. William	T.E.	56	726	1	18	13	93	-	-	6	114	1	7	7	133	84	1091	61
	T.O.	4	24	78	410	6	40	9	120	2	15	-	-	1	32	110	651	10
TOTALS		1391	22120	3227	20323	752	6420	1172	17040	170	4472	127	1367	296	11891	7181	83650	1491

CONSTRUCTION OF TOURIST ESTABLISHMENTS

CHART 1. This chart shows the breakdown by district of the 242 completely new establishments with a total of 3709 units that were built in 1963.

	MOTELS		COTTAGES		CABINS		LODGES		HOTEL & INN		T. HOMES		CAMPSITES			
	#	Units	#	Units	#	Units	#	Units	#	Units	#	Units	#	Units	#	Units
Arnprior	16	362	6	21	-	-	1	9	-	-	-	-	13	138	36	530
Napanee	2	40	11	23	1	7	1	10	-	-	-	-	2	57	17	137
Huntsville	2	19	12	42	1	6	1	5	-	-	-	-	6	270	22	342
Peterborough	1	10	2	4	-	-	-	-	1	6	-	-	6	204	10	224
Orillia	9	115	1	3	-	-	-	-	-	-	-	-	3	60	13	178
Kitchener	10	179	-	-	-	-	-	-	4	529	2	14	2	113	18	835
London	4	49	6	24	-	-	-	-	3	252	-	-	8	212	21	537
Owen Sound	2	18	1	2	-	-	-	-	-	-	-	-	2	34	5	54
North Bay	7	112	5	12	1	4	1	10	-	-	-	-	4	40	18	178
Parry Sound	-	-	2	9	-	-	1	3	-	-	-	-	4	62	7	74
Sault Ste. Marie	12	233	7	25	1	1	3	9	1	13	-	-	4	8	28	289
Kenora	4	28	11	42	3	7	3	23	-	-	-	-	7	76	28	176
Fort William	8	96	6	16	1	3	-	-	-	-	1	7	3	34	19	155
TOTALS	77	1261	70	223	8	28	11	69	9	800	3	21	64	1308	242	3709

CHART 2. This chart shows the breakdown by district of the additions that were built at 366 existing establishments with a total of 1522 units.

	MOTELS		COTTAGES		CABINS		LODGES		HOTEL & INN		T. HOMES		CAMPSITES			
	#	Units	#	Units	#	Units	#	Units	#	Units	#	Units	#	Units	#	Units
Arnprior	8	33	2	2	-	-	5	12	-	-	-	-	1	12	16	59
Napanee	-	-	13	25	1	1	8	21	1	1	-	-	-	-	23	48
Huntsville	3	17	26	44	1	2	9	17	1	2	-	-	16	276	56	358
Peterborough	2	3	30	48	-	-	10	22	2	9	-	-	2	35	46	117
Orillia	6	38	10	22	-	-	3	26	-	-	-	-	-	-	19	86
Kitchener	16	188	1	1	-	-	-	-	1	32	-	-	-	-	18	221
London	9	57	1	1	-	-	-	-	1	52	-	-	-	-	11	110
Owen Sound	11	69	6	7	1	1	-	-	-	-	-	-	-	-	18	77
North Bay	8	30	19	29	1	1	-	-	1	5	-	-	6	40	35	105
Parry Sound	4	20	25	30	1	7	-	-	-	-	-	-	4	37	34	94
Sault Ste. Marie	7	44	16	24	1	2	4	7	1	5	-	-	3	12	32	94
Kenora	7	41	19	30	1	1	16	27	-	-	-	-	-	-	43	99
Fort William	7	38	5	6	1	2	2	8	-	-	-	-	-	-	15	54
TOTALS	88	578	173	269	8	17	57	140	8	106	-	-	32	412	366	1522

CHART 3. This chart shows the breakdown by district of the reconstructions that were made at 95 existing establishments with a total of 309 units.

	MOTELS		COTTAGES		CABINS		LODGES		HOTEL & INN		T. HOMES		CAMPSITES			
	#	Units	#	Units	#	Units	#	Units	#	Units	#	Units	#	Units	#	Units
Arnprior	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Napanee	1	1	3	4	2	8	-	-	-	-	-	-	-	-	6	13
Huntsville	1	2	17	35	3	5	7	13	2	3	-	-	-	-	30	58
Peterborough	-	-	2	2	-	-	1	2	-	-	-	-	-	-	3	4
Orillia	2	32	13	72	2	4	5	21	-	-	-	-	-	-	22	129
Kitchener	2	32	-	-	1	3	-	-	-	-	-	-	-	-	3	35
London	4	14	-	-	-	-	-	-	-	-	-	-	-	-	4	14
Owen Sound	-	-	-	-	-	-	-	-	1	9	-	-	-	-	1	9
North Bay	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Parry Sound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sault Ste. Marie	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kenora	2	4	15	27	1	1	7	14	-	-	-	-	-	-	25	46
Fort William	-	-	-	-	1	1	-	-	-	-	-	-	-	-	1	1
TOTALS	12	85	50	140	10	22	20	50	3	12	-	-	-	-	95	309

LIST OF PLAQUES ERECTED IN 1963
COMMEMORATING SITES, STRUCTURES, EVENTS & INDIVIDUALS
OF HISTORICAL SIGNIFICANCE

SUBJECT	DATE	COUNTY or DISTRICT
American Raid on Sault Ste. Marie	1814	Algoma
Battle of Crysler's Farm	1813	Dundas
The Baldwin Homestead		Durham
Bluestone House	1834	Durham
Dr. Charles Duncome	1791-1867	Elgin
The Siege of Detroit	1763	Essex
Founding of Queen's University	1841	Frontenac
"Beautiful Joe"		Grey
John Wesley Dafoe	1866-1944	Hastings
Colonel Anthony Van Egmond	1778-1838	Huron
Founding of Goderich	1827	Huron
Horatio Emmons Hale	1817-1896	Huron
Harry G.B. Miner, V.C.	1891-1918	Kent
Lieutenant-Colonel James Rogers	1726-1790	Lennox & Addington
St. Mary's Church		Middlesex
Huron College	1863	Middlesex
Lake Nipissing		Nipissing
Ingersoll Town Hall	1856	Oxford
The Sinking of the "Waubuno"	1879	Parry Sound
Timothy Eaton	1834-1907	Perth
District Court House and Gaol	1832	Prince Edward
Sir Rodmond D. Roblin	1853-1937	Prince Edward
The Rev. William Macaulay	1794-1874	Prince Edward
Daniel McLachlin	1810-72	Renfrew
The Founding of Pembroke		Renfrew
Franz Johnston	1888-1949	Simcoe
Wasdell Falls Hydro-Electric Development	1914	Simcoe
Capture of Fort William	1816	Thunder Bay

SUBJECT	DATE	COUNTY or DISTRICT
Montgomery's Inn		York (Metropolitan Toronto)
Scarborough Bluffs		York (Metropolitan Toronto)
Honourable George Stewart Henry	1871-1958	York (Metropolitan Toronto)
Stanley Barracks	1841	York (Metropolitan Toronto)
Lieutenant-General John Graves Simcoe	1752-1806	York (Metropolitan Toronto)
Ernest Thompson Seton	1860-1946	Victoria
Sir Casimir S. Gzowski	1813-1898	Welland
Raid on Fort Schlosser	1813	Welland
The Settlement of Puslinch		Wellington
Battle of Stoney Creek	1813	Wentworth
When You and I Were Young, Maggie		Wentworth

A plaque commemorating Lieutenant-General John Graves Simcoe (1752-1806), Upper Canada's first Lieutenant-Governor, was unveiled at his former English country estate and present burial place, Wolford Chapel, Honiton, near Exeter, Devonshire, England.

GOVERNMENT MATERIAL TRANSFERRED TO
ARCHIVES CUSTODY IN 1963

DEPT. or AGENCY	SUBJECT	PERIOD
Attorney General's Dept.	Selected files of general correspondence.	1898-1925
Attorney General's Dept.	19 volumes of the minutes of the Commission for Statute Revision.	1906-1914
Dept. of Agriculture	Reports of the Telephone Services Commission.	1910-1962
Dept. of Education	Inspectors' Reports for Secondary Schools.	1855-1940
Dept. of Education	Sample files from the Community Programmes Branch.	
Dept. of Lands & Forests	60 volumes of miscellaneous correspondence, fiats, warrants, etc., dealing with the administration of Crown Lands.	1804-1850
Dept. of Lands & Forests	5 volumes of reports of the Heir and Devisee Commission.	1801-1841
Dept. of Lands & Forests	one volume of accounts of the Board of Examiners of Provincial Land Surveyors.	1856-1859
Dept. of Municipal Affairs	One volume of accounts of municipal loans.	1920-1926

LIST OF MICROFILM COPIES OF
NEWSPAPERS OBTAINED BY ARCHIVES
IN 1963

NAME OF PAPER	COMMUNITY	PERIOD
The Weekly Herald & Algoma Miner	Port Arthur	1882-94
The Weekly Sentinel	Port Arthur	1875-94
The Miner and News	Kenora	1897-1919
The Expositor	Perth	1875-1909
The York Herald	Published in Richmond Hill	1858-78
The Canadian Post	Published in Lindsay	1861-66
The Citizen	Ottawa	1846-87
The Chronicle and Gazette	Kingston	1833-47
The Journal	St. Catharines	1835-61
The Journal	Berlin	1859-79
The Daily Mail	Toronto	1872-95
The Recorder	Brockville	1830-49
The Free Press	Hallowell (Picton)	1830-34
The Times	Hamilton	1858-68
The Upper Canada Herald	Kingston	1826-47
The Patriot	Kingston & York	1829-48
The British Whig	Kingston	1847-56

LIST & QUANTITY OF

PUBLICATIONS & PROMOTIONAL ITEMS
PRODUCED BY THE DEPARTMENT IN 1963

Ontario for a Refreshing Vacation	478,900
Angling	420,000
Camp Sites & Roadside Parks	262,560
Camp Sites & Tralor Parks (technical)	5,000
Circle Tour (Lake Superior)	87,000
Our Vacation in Ontario #1	100,000
OurVacation in Ontario #2	107,000
Cruising Ontario Waters	50,635
Appendix to Cruising	25,336
Golf Guide	26,980
Recreation in Ontario Tourist Resorts	15,000
Travel Tips	477,289
Things to See and Do	381,400
22 Planned Motor Tours	182,025
32 Vacation Areas	562,600
Winter Sports	26,800
Winter Sports Accommodation	25,000
Coming Events	163,200
Travel News	55,000
Ontario Government Services	800,000
Annual Report of the Department	2,000
Directory & Guide to Services of the Ontario Government	6,206
Parliament Buildings Folder	54,000
Heartland	151,900
Puzzles	102,755
Amateur Radio Operators' Post Cards	157,900
Where to Stay (Area Sheets)	196,500
Where to Stay (Bound Books)	300
Coasters	205,800
Matches	277,500

STATISTICS ON DISTRIBUTION
PHOTOGRAPHS
IN 1963

	BLACK & WHITE	COLOUR
Department of Travel & Publicity Publications and Promotions	1,129	2,491
Travel Folders and Promotions other than those produced by Travel & Publicity	4,483	634
Federal Government Departments	1,448	296
Travel Shows, Exhibitions & Displays	857	
Canadian Newspapers and Magazines	3,409	609
United States Newspapers & Magazines	5,459	545
Transportation Companies	26	
Television	505	
Convention Publicity	470	58
Industrial House Organs	1,505	
Educational Publications	1,280	230
Other Ontario Government Departments	2,963	113
Material for Lectures including 35 mm colour duplicates of Department transparencies		420
Foreign Magazines and Publications	411	62
United Kingdom Newspapers & Magazines	286	
TOTAL	24,231	5,458

STATISTICS ON FILM DISTRIBUTION IN 1963

Direct Screenings:	Canadian	750
	United States	1,272
Telecasts:	Canadian	70
	United States	436

STATISTICS ON NEW PHOTOGRAPHS ADDED TO DEPARTMENT FILES IN 1963

	BLACK & WHITE	COLOUR
Primary	3,612	3,200
Secondary	2,219	1,000

GOVT PUBNS

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Publications

The Department of Tourism & Information & The Department of Public Records & Archives Province of Ontario

Report for the year 1964

Hon. James Auld, Minister

LIBRARY
DEC 21 1967
UNIVERSITY OF TORONTO

GOVT PUBNS



Report of the

DEPARTMENT OF TOURISM AND INFORMATION

and the

DEPARTMENT OF PUBLIC RECORDS AND ARCHIVES

Province of Ontario

for the year 1964

BY THE HON. JAMES A. C. AULD



HON. JAMES AULD,
Minister of Tourism and Information

To: The Honourable W. Earl Rowe, P.C.(C)

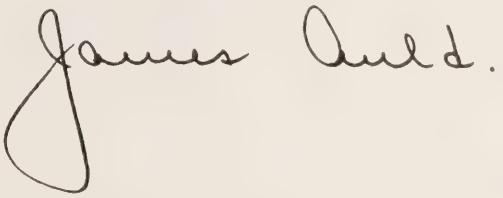
Lieutenant-Governor of the Province of Ontario, in Council

MAY IT PLEASE YOUR HONOUR:

The undersigned has the honour to transmit herewith the Nineteenth Annual Report of the Department of Tourism and Information and the report of the Department of Public Records and Archives, for the calendar year 1964.

I have the honour to be, Sir,

Your obedient servant,



Minister of Tourism and Information

Toronto, Ontario
March 5, 1965

Department of Tourism and Information

1964 was a record year for the tourist industry of Ontario. Revenue from all sources, including the expenditures by residents of Ontario within their own province, totalled an estimated $1,406,000,000, a 5.5 per cent increase over 1963. Border crossings increased by 6.8 per cent. While it was the best year in Ontario's history the results were adversely affected by cold, wet weather throughout the province during the summer.

In 1963 Canada achieved a favourable balance of payments in tourism for the first time since 1950. Unfortunately, foreign travel expenditures by Canadians have risen much more rapidly than receipts during 1964 and, while receipts are expected to be at a record high, it is anticipated that the $13,000,000 surplus of 1963 will be replaced by a deficit of an estimated $40,000,000 in 1964.

The re-organization of the department referred to in the annual report for 1963 continued. In September, 1964, Mr. A. S. Bray, formerly Regional Director, Department of Lands and Forests, was appointed Deputy Minister of this department. A month later, Frederick J. Boyer, a former advertising executive, was appointed Executive Director of the department responsible for advertising the co-ordination of the activities of the departmental branches of Publicity and Tourist Promotion and information.

In 1963, a Travel Research Branch wa established in the department. A number o studies were conducted during 1964. Thes included:

(1) A pilot study into the attitudes of Ameri cans to this province's tourist plant, bot those who had and had not visited th province.

(2) A study of the travel habits and expendi tures of residents of Metropolitan Toronto The April-June, 1964 study has been com pleted and a report submitted. The July September and October-December studie have been completed; reports are expecte soon. The January-March, 1965 study i going on now.

(3) Studies of visitors who travelled by auto mobile to Elliot Lake, the Muskoka regio and Atikokan were completed.

All of these studies are being used as guide in the department's promotional and develop ment plans for 1965.

The 1964 advertising programme was mor selective in terms of appealing to audience most likely to be bona fide travel prospects fo this province. Major Canadian and U.S. maga zines were used as were daily newspapers i the more important metropolitan markets Special radio programmes were broadcast o Ontario stations to publicize such events a

lossom Week in the Niagara Peninsula and he Fall Colour Cavalcade in Muskoka.

The travel literature produced by the depart-ıent was completely redesigned during 1964; ew literature was prepared for use in 1965 and ill be available shortly. In addition to the rovince's major promotional booklet six other ooklets have been prepared, each one pro-ıoting the tourist virtues of a particular region f the province.

A highlight of this year's publicity programme as the special ten day tour of Eastern Ontario y some 35 editors of the ethnic press in this rovince. This programme was initiated on the ecommendation of the Economic Council. The urpose of this tour was to encourage the new esidents of the province to see Ontario and it believed that good results were achieved owards this end.

The Annual U.S. Editors Good Will Tour of ntario was conducted once again and special sits of prominent writers, broadcasters, and avel agents from the United States, the United ingdom and Western Europe were conducted. he Michigan State Senate Committee on ourism visited the province for the second me; on this occasion they sought information oncerning this department's programmes to evelop and promote winter activities. Person-el from all branches of the department articipated in meetings, conventions and con-erences as speakers, panelists and delegates. feature of the Publicity Branch during 1964 as the improved quality achieved in the dis-emination of special travel features and news eleases. A tailor-made travel kit including omplete articles, mats and photographs was istributed on a planned basis to major news nd travel outlets in the United States and anada.

The Publicity Branch worked with the Prime linister's office and the Legislative Press Gal-ry co-ordinating arrangements for the visit of ne Hon. Jean Lesage, Members of the Quebec abinet and the Legislature and the Quebec egislative Press Gallery in February.

A 16 mm film entitled *Upper Canada Village* as produced for general and television distri-ution. Two films were produced by the heatres Branch for world wide theatrical dis-ibution. The first was *Cruising Waters*, des-ribing the Rideau Waterway. The other was *quarama*, filmed at the Canadian National xhibition. The number of films in our library ow totals 22.

Department films are distributed in Canada rough a film library operated by the Publicity Branch and in the U.S. and abroad by the National Film Board and a commercial distributor.

Because of the Board's accelerated distribution programme, a larger portion of the department's film budget was allocated to the purchase of prints rather than production in 1964.

A special screening of Ontario travel films was held in the head office of the National Film Board in Montreal. Invitations were extended to people in the Montreal area who had acquired information about vacationing in Ontario, and members of the Montreal press, radio and television. The event was well attended, and this type of project is now being conducted by at least one other province.

Photographic assignments were undertaken by staff personnel covering many of the attractions and special events throughout the province. A photographic service was also provided, when required, for other departments and agencies of the Ontario government.

A photographic library is maintained within the Department, and its facilities were used by the print and broadcast media as well as travel resorts and organizations of all sorts.

Visits to the 17 tourist reception centres across the province increased to 985,883 this year, an all time high. The Cornwall Reception Centre was operated on a year round basis from mid-May, 1964, bringing to 6 the number that now operate on a year round basis. The Information Centre and Guiding Service at the Main Building, Queen's Park, is operated by this department.

The department participated in a number of sports and travel shows in Canada and the United States. For the first time the department participated in three ski shows at Buffalo, Cleveland and Detroit.

Once again, Development Branch personnel were responsible for organizing and training staff and providing literature to the tourist information bureaux located in the service centres on highway 401.

A counselling service is available to tourist establishment operators and others to guide and assist them in planning the construction of new facilities, operations, maintenance, accounting and promotion.

The department continued its educational programme of hospitality and training seminars for tourist establishment operators and their staffs. This year the programme was broadened in its appeal with the department joining forces

with the Canadian Tourist Association in these hospitality seminars.

More Regional Tourist Councils than ever before qualified for the maximum $5,000 matching grants. Fifteen Regional Tourist Councils qualified for the maximum grants, compared with 10 which qualified in 1963 and a full or partial grant was made to 30 councils, compared with 22 in 1963.

The investigation of complaints by travellers is the responsibility of the Development Branch of this department. A significant increase was observed in the volume of complaints concerning Duty Free shops.

A marked improvement has been noted in compliance with the minimum requirements under The Tourist Establishments Act and The Travel and Publicity Act.

There was a substantial increase in the volume of new construction during the year. Ninety-seven motels and motor hotels were built. The total value of new construction, the construction of additional units, and renovations was more than $23,000,000.

epartment of Public Records and Archives

RCHIVES BRANCH

eading Room

he number of persons who used the public eading Room for the purpose of historical search during 1964 was the largest on record. he total of 2,725 visits was an increase of 469 er the previous year. University students omprised the largest group but among others ere economists, geographers, authors, journalis, lawyers, civil servants, surveyors, radio ad T.V. personalities and genealogists. Two dditional microfilm readers were installed in e Reading Room, making it possible for a tal of six persons to use readers at the same me.

overnment Records Division

major re-arrangement of our holdings of overnment records within the Archives buildig was begun in 1964. Preparation of inventries is under way, and it is expected that the st two to be published will be R.G. 1 (Recds of the Crown Land Department) and .G. 2 (Records of the Department of Educaon).

During 1964 members of this division's staff ade surveys of records of possible archival gnificance in the following government agenes: the Treasury Department; the Department Health; the Department of Public Works; e Department of Lands and Forests; the epartment of Mines; the Department of Edution; the Department of Agriculture; the ntario Hospital; the Ontario Securities Commission; and the Macdonald Institute. A total of some 300 cubic feet of government records were transferred to Archives custody during the past year.

A Treasury Board committee has been engaged for several months in studying records' management and disposal throughout the government service with the intention of submitting definite proposals for solving this problem. In this connection a task force including Archives personnel was engaged in making an inventory of the record holdings of all government departments.

Among special projects undertaken by the division were the provision of technical advice to municipal authorities in Bruce and Simcoe Counties with regard to archival evaluation, arrangement and storage. Similar assistance with regard to its documentary holdings was given to the Peterborough Historical Society.

Private Manuscript Division

During 1964 the volume of inquiries requiring archival research received by letter and telephone was the largest on record. A portion of this increase may be accounted for by the rapid growth of university enrolment, as well as by increased interest in local history. However, the greatest increase was in the field of genealogy.

Political papers acquired included correspondence and other documents relating to two former Ontario Prime Ministers, Sir James Whitney and the Honourable William Hearst.

Among acquisitions of business and commercial records were: ledgers and letter registers of the Bytown and Nepean Road Company (1851-1922); a ledger (1860-63) of Stephen Tucker, Russell County, containing detailed illustrations of methods of constructing crib rafts for the square timber trade; and business records (1829-33) of Hugh C. Thomson, editor of the *Upper Canada Herald*. In connection with the early fur trade, the Archives acquired a letter register (1831-39) of William Jones, the Indian Agent at Baldoon in Upper Canada, and a collection of the correspondence of two North West Company partners, Donald McGillis and John (Le Borgne) MacDonald. Among military records were a Kingston Garrison order book of 1812 and a collection of muster rolls and allied documents relating to the militia of eastern Ontario. Among acquisitions of church records was the register (1819-50) of the Lochiel Parish of the Church of Scotland. General items of exceptional interest included the *Hamnet Pinhey Diary* (1829-41), which covers a broad range of social, political and commercial topics, and the diary (1838) of J. Home Purves, a member of Lord Durham's staff during his period in Canada. One of the more extensive general acquisitions was a collection of early 19th century correspondence and documents relating to Glengarry and Stormont, and including letters from several prominent residents, including Bishop Alexander Macdonell.

Microfilm copies of several important manuscript collections or record group series were obtained from the Public Archives of Canada, including the *George Brown Papers*, the *Claus Papers*, the *William McDougall Papers*, and 94 reels of the *Upper Canada Land Petitions*. We also microfilmed the extensive *David Thompson Journals*, and provided a copy to the University of Saskatchewan.

Pictures and Photographs

A total of 1,176 pictures, photographs and sketches were acquired by the Archives in 1964. These cover a wide range of historical subjects, including prominent individuals, historic buildings, early communities, mining and lumbering scenes, vehicles and pioneer equipment. Of particular interest were two large collections of photographs of early mining activities and mining communities in northeastern Ontario.

Maps

Approximately 50 maps of historical interest were added to our holdings during 1964. Possibly the most interesting item was a manuscrip map of Lake Huron and Georgian Bay bearin the date 1788 and containing numerouus mar ginal quotations. Other useful acquisitions in cluded photocopies of maps of St. Catharine and Brockville dated 1852 and 1854 respec tively, and several maps of the Smith's Fall area from 1830.

Maps are being used continually by histor and geography students, professors, town plan ners, goverment officials, local historians an genealogists. Much sought after are maps such as those by Tremaine and Walling, showin names of settlers, mills, churches and schools

Newspapers

Early newspapers are used increasingly as source of primary historical information. Ar chives is using three different approaches in a attempt to build up a strong central collectio of the province's early newspapers. Thes methods include: the acquisition of any avail able original copies of the earlier journals; th purchase of positive microfilm copies fron other organizations; and the use of our ow microfilm camera to copy originals which can not be acquired or which, for physical reasons are not suitable for preservation within th Archives.

During 1964 original copies of the followin newspapers were obtained: *Bytown Gazett* (1837-41); *Cornwall Constitutional* (1850-57) *L'Original Advertiser* (1869-1903); *Picto Gazette* (1896); *The Index* (1853-54); *Uppe Canada Herald* (1820-21); *Kingston Chronicl* (1824-27); *Christian Guardian* (1859-60) *Port Hope Times* (1877-88); *Port Hope Guid* (1857); *St. Catharines Daily News, Journa and Star* (1876-1908); *British Canadian* (1868) *Chesterville Record* (1893-1905); and the *Ne Dominion* (1867-71).

Positive microfilm copies of the followin newspapers were purchased from the Canadia Library Association and other sources: *Cha ham Daily Planet* (1897-1900); *Chatham Dail News* (1901-02); *Christian Guardian* (183 91); *Cornwall Standard* (1903-05); *Owe Sound Times* (1888-90); *Fort William Journa* (1891-99); *British Colonist* (1853-54); *Oshaw Vindicator* (1862-71); *Ontario Reformer* (1867 71); *Perth Courier* (1862-73); and some 3 reels of Canadian Labour Union newspaper covering dates from 1884 through 1954.

The programme of rebinding the older file is being continued and over 30 volumes wer rebound during 1964. A consolidated inventor of all our newspapers was completed durin 1964.

Document Repair and Preservation

A considerable number of items were repaired including the *David Gibson Papers*. Some assistance was given to other government departments and outside agencies, including the Provincial Secretary's Department, Trinity College Archives and the Archives Committee of St. John's York Mills Church.

Library

Much of the librarian's work during 1964 was concerned with a major re-arrangement of our published holdings undertaken in an effort to conserve space and facilitate the over-all Archives' consolidation and re-grouping now under way. Duplicate lists of published material were circulated to other Ontario institutions, and proved particularly welcome to some of the province's new universities. Some 420 new titles and editions of books were added to our library, as well as about 100 pamphlets. Cataloguing and indexing of our published holdings was continued. In addition, the librarian was responsible for the primary accessioning of manuscript collections acquired by the Archives.

HISTORICAL BRANCH

Erection of Plaques

During 1964 the branch carried out its usual extensive programme involving the erection of plaques.

An increased number of requests for plaques were received from various points in Ontario, all of which were given consideration by the Archaeological and Historic Sites Advisory Board. In each case historical research was carried out to assist the Board in determining their provincial significance. Over 200 subjects were given close consideration, and 48 inscriptions were approved.

Aid to Local Museums

During 1964 the Museums Adviser visited seventy museums in the province to provide assistance and advice on matters of display, administration, conservation, identification, acquisition and other museum problems. In addition to the museum visits the Adviser met with museum boards, municipal authorities and historical groups to explain the role of his office and the system of museum grants available to municipally owned museums.

The meeting which perhaps held the most local interest was the Ontario Historical Society's Museums' Workshop at Jordan. The Adviser assisted in the planning of the three-day programme and presented a lecture and demonstration on methods of labelling in a museum. A result of this workshop was the production of a twenty page illustrated technical paper on the subject prepared by the Museums Adviser.

Apart from the educational significance of Ontario's museums, their material significance to the province's economy is illustrated by the fact that more than three and a quarter million visits were made to them during 1964.

Information Services and Publications

The erection of plaques, distribution of publications, province-wide Centennial planning and generally increased awareness of history among Canadians has stimulated a large volume of inquiries which are directed to the Branch.

The branch compiled revised editions of the brochure "Historic Ontario" and the folder "Ontario History". Financial grants were made during 1964 to the Ontario Historical Society and the Ontario Archaeological Society with the primary objective of assisting them with the production of their scholarly publications.

Among special projects now being carried out by the branch is a detailed survey of Ontario's outstanding structures of historical and architectural significance.

Archaeological Investigations

During 1964 archaeologists were employed to undertake certain field work on behalf of the department.

Four projects were carried out during 1964. These included: a preliminary excavation in Simcoe County of the presumed site of the important historic Huron village of Ossossané; a preliminary excavation of the site of the early "Pic" Hudson's Bay Company post in Algoma; an excavation and investigation of the site of the fur trading post or posts at Long Lac in the Thunder Bay District; and a preliminary excavation of early trading posts in the upper Albany River region of Northern Ontario.

Archaeological and Historic Sites Advisory Board

This board acts in an advisory capacity to the Minister on all matters relating to history and allied subjects. The members are all private citizens, including well-known professional historians and other persons noted for their interest in Ontario's past. During 1964 general monthly meetings were held from October to June at which the members compiled final inscriptions for plaques and furnished advice on other phases of the department's historical, archaeological and museums programmes.

The Huronia Historical Development Council

On March 19, 1964 the Prime Minister, the Hon. John P. Robarts, announced the formation of the Huronia Historical Development Council for the purpose of restoring Ste. Marie among the Hurons (1639-1649), the Naval and Military Establishments at Penetanguishene (1814-1856) and the construction of an expanded museum on Nancy Island to tell the story of the naval war of 1812-1814 on the Upper Great Lakes and the particular role played by the schooner *Nancy*.

The first phase of the programme is the restoration of the Ste. Marie among the Hurons. For this purpose a committee was established comprising representatives of the government, the University of Western Ontario and the Jesuit Order under the chairmanship of Mr. W. H. Cranston.

The Jesuit Order made available to the Province of Ontario the lands adjacent to and including the site, as well as some 30 acres of land on the west side of the Wye River extending north from Highway No. 12 to the river mouth.

The University of Western Ontario has accepted responsibility for the restoration work and for the research necessary to ensure authenticity.

Work commenced on June 15 and by the end of September, when operations were closed down for the winter months, a significant amount of restoration had been accomplished. Except for small gaps necessary for the acces of material and equipment, all of the palisade walls were erected. Other major restoration included the five sided log bastion at the soutl end of the palisaded enclosure, two Huro long houses and firing platforms in the India compound. The stables, the northwest lo bastion, the only house known to have bee built of upright poles and the escape tunne leading to the river were completed in th European compound.

The University of Western Ontario estab lished a committee, (Chairman, Dr. G. E. Hall to carry out the necessary research for the res toration and for the arrangement of an interpre tive museum to be built near the site to orien the visitor to the period and to the variou aspects of life in Huronia.

This committee has instigated a thorough search in both Canadian and European deposi tories. In Canada this is being done in co-oper ation with the Public Archives of Canada an the Provincial Archives of Quebec; the Ursulin Convent, the Hotel Dieu and Quebec Seminar in Quebec City; St. Mary's College in Montrea where a large and important collection of Jesu material is housed; and museums in the citie of Quebec, Montreal and Three Rivers whos beginnings were contemporary with Ste. Mari

In Europe research is being done in th National Archives of France and the Biblic theque Nationale in Paris; the archives an library in Rouen and other towns from whic

arly French projects in Canada emanated; and the Jesuit Archives of France and Rome. close liaison is being maintained with the ociety of Jesus, which is presently engaged in world wide search for documents relative the history of the Order, in order to obtain ny information pertaining to Ste. Marie. notostat copies of letters written by the mis-onaries in Canada to the General of the Order Rome with the replies of the General have en acquired.

Time has been spent in Quebec Province ex-mining any construction that remains of the seventeenth century and consulting with special-is in that field. A visit has been made to rance for a similar study in Paris and the ormandy area. The object of this latter visit as to become acquainted with the architecture, ethods of construction, crafts and trades ork, furnishings and, in particular, to study in useums objects of the period that are known have been brought to New France.

Arrangements were made to have the tele-ommunication lines of the C.N.R. buried to low a clear view of the site and the Hydro-lectric Power Commission of Ontario lines -routed to the south well clear of all struc-tres and planned land development.

Authority was received from the C.N.R. to move the two unused cement abutments lo-cted between the railway and the highway. heir demolition is being undertaken by the d Field Engineer Regiment (RCE(M) as a ld training exercise. Partial demolition was complished before winter interfered and the oject will be completed in the spring of 1965.

A firm of consulting engineers was retained r the purpose of planning the location of the interpretive museum, a parking lot and a new access road from Highway No. 12. Park planning is also being done for the property north of Highway No. 12 on the west side of the Wye River.

A request has been made to the Federal Department of Public Works to undertake the dredging of the mouth of the Wye River and the construction during 1965 of a dock for small boats. This is still under consideration by the authorities in Ottawa.

Studies are being carried out on the Nancy Museum project to determine the type of building required and the best method of depicting the story of the Nancy and the War of 1812 as it affected the Upper Great Lakes. Two of the original guns from the Nancy have been located in Scotland, and negotiations are presently under way for their acquisition.

The property containing the sites of the Penetanguishene Naval and Military Establishments is presently leased to the town of Penetanguishene. An agreement has been reached with the municipality for the surrender of this lease upon one year's notification prior to this restoration project commencing.

The Indian Band on Christian Island and the Federal authorities have agreed to an archaeological investigation of the site of Ste. Marie II for the purpose of, at this time, discovering what artifacts may be recovered that might be of value in the Ste. Marie I. restoration.

Approximately 50,000 people visited the site to watch the restoration work in progress. A folder entitled *Ste. Marie among the Hurons* was printed in French and English for distribution to visitors and people requesting information.

Ontario Centre of Science and Technology

Ontario's official Centennial project was announced last fall by the Prime Minister and plans have been moving ahead rapidly since that time. Architectural drawings will be available shortly and themes for displays are being prepared by the highly qualified staff of the Centre and by recognized authorities serving as consultants on the project. Honourable members will be given detailed reports of progress on the Centre as it becomes possible to do so.

The Centre will, in a graphic way, tell the story of this province's growth and development as they are related to technological and scientific progress. There will be special attention to achievements which are uniquely connected with Ontario.

In a broader sense, the Centre will be telling the story of modern man—the scientific and technological steps that led to his present way of life and the changes that the future will bring.

The Centre's key buildings will be built an in operation by July 1, 1967, the 100th anni versary of Confederation. Other stages wi follow.

The Centre will add enormously to the cu tural and education resources of the provinc and will be an important attraction for visito to this province. There has been, and will cor tinue to be, extremely close liaison with educa tional authorities on all levels, and my co league, the Minister of Education, serves a vice-chairman of the Board of Directors of th Centennial Project.

The location of the Centre, in a parklan area in the Don Valley in Metropolitan To onto, will make the Centre easily accessible t the largest possible number of the school chi dren of the province, and our planning is base on extremely heavy use of the Centre for visi related to school studies.

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VISITORS TO RECEPTION CENTRES 1957 TO 1964

Centre	*1957*	*1958*	*1959*	*1960*	*1961*	*1962*	*1963*	*1964*
Kenora	20,427	17,374	25,542	22,396	29,601	34,643	31,824	30,291
Fort Frances	12,436	16,466	20,406	18,986	16,694	17,320	18,307	13,064
Rainy River	—	—	—	—	—	—	1,112	2,939
Middle Falls	25,691	22,813	32,794	32,599	41,807	33,275	33,765	31,182
Sault Ste. Marie	22,097	21,703	22,013	16,747	25,385	25,598	38,272	29,917
Point Edward*	100,657	114,924	127,779	130,322	161,094	171,600	180,172	181,077
Windsor (Tunnel)*	38,856	39,778	42,677	36,948	34,203	40,614	71,513	87,271
Windsor (Bridge)	33,647	32,465	41,969	47,121	47,506	52,407	49,558	54,367
Fort Erie	24,726	26,976	29,495	26,525	21,559	32,963	32,963	33,630
Niagara Falls	105,573	96,284	103,308	92,995	100,805	108,695	120,452	121,831
Homer	40,651	49,359	62,919	64,747	64,037	60,574	74,202	64,764
Lakeland	—	—	—	—	31,985	52,058	65,077	67,532
1,000 Islands Bridge***	36,662	37,306	52,248	64,040	78,914	90,350	110,958	103,626
Prescott	12,438	10,189	16,474	14,898	5,189	3,406	8,889	12,899
Cornwall****	25,708	27,881	48,306	42,248	48,760	47,629	44,533	62,190
Hawkesbury	29,227	26,162	10,502	9,106	5,454	3,949	5,856	5,594
Lancaster**	—	—	25,918	60,598	72,058	85,445	80,669	83,709
TOTAL:	528,796	539,680	662,350	680,276	785,051	860,526	968,120	985,883

*—Operated all year

**—Commenced all year operation, 1960

***—Commenced all year operation, 1963

****—Commenced all year operation, 1964

—All other Centres seasonally operated.

REPORT OF RECEPTION CENTRES 1964

Reception Centre Summary for 1964	*Kenora*	*Rainy River*	*Fort Frances*	*Middle Falls*	*S.S. Marie*	*Point Edward*	*Windsor Tunnel*	*Windsor Bridge*	*Fort Erie*	*Niagara Falls*	*Homer*	*Lake-land*	*1000 Isl. Bridge*	*Johns-town*	*Corn-wall*	*Lan-caster*	*Hawkes-bury*	*TOTAL*
Opening date:	*May 15*	*May 15*	*May 15*	*July 3*	*May 15*	*all*	*all*	*May 15*	*May 15*	*all*	*June 5*	*Apr 1*	*all*	*May 15*	*May 15*	*all*	*May 15*	
Closing date:	*Sep 15*	*Sep 15*	*Sep 15*	*Sept 15*	*Sep 15*	*year*	*year*	*Sep 15*	*Sep 15*	*year*	*Oct 13*	*Oct 30*	*year*	*Sep 15*	*Dec 31*	*year*	*Sep 15*	
Grand total visitors to Centre - - -	30,291	2,939	13,064	31,182	29,917	181,077	87,271	54,367	33,630	121,831	64,764	67,532	103,626	12,899	62,190	83,709	5,594	985,883
Number of parties -	9,530	973	4,016	8,482	9,972	52,142	26,854	13,782	9,432	38,300	18,583	20,873	27,580	3,596	19,030	25,344	1,865	290,354
First visit to Ontario	6,281	1,464	4,300	19,173	9,703	24,438	28,058	20,155	2,940	65,118	26,912	5,323	16,800	2,086	16,800	13,196	710	263,457

Regional Organization Grants

Algoma	$4,092.21	
Bay of Quinte	5,000.00	
Central Erie	5,000.00	
Essex Kent	4,460.10	
Golden Route, 101 Highway	3,946.19	
Great Pine Ridge	3,411.85	
Grey and Bruce	2,910.00	
Highlands of Haliburton	4,465.35	
Hastings and Land O'Lakes	4,758.52	
Huronia Historic Sites	5,000.00	
James Bay Frontier	4,681.20	
Kawartha Lakes	4,951.75	
Kenora Patricia	5,000.00	
Lake of the Woods	5,000.00	
Lower Ottawa Area	930.00	
Madawaska	5,000.00	
Manitoulin-Espanola	5,000.00	
Metropolitan Toronto	5,000.00	
Mid Western	5,000.00	
Muskoka	5,000.00	
Niagara-Iroquois	5,000.00	
Nipissing	5,000.00	
Parry Sound	4,462.00	
Rainy River	5,000.00	
Rideau Lakes-1,000 Islands	.....	
Sarnia Lambton	5,000.00	
Seaway Valley	4,440.21	
Sudbury District	4,443.59	
Temiskaming	3,310.00	
Upper Lake Superior	5,000.00	
Upper Ottawa Valley	4,846.16	$135,109.1

Memberships and Other Grants

American Society of Travel Agents	75.00	
Association of Tourist Resorts of Ontario	200.00	
Canadian Tourist Association	1,500.00	
Joint Board of Tourist Associations	4,500.00	
Lake Erie International Vacationland Assoc.	100.00	
Mississippi Parkway	1,000.00	
National Association of Travel Organizations	75.00	
Northern Ontario Tourist Outfitters Association	200.00	
Ontario Tourist Courts Association	200.00	
Ryerson Institute of Technology	150.00	8,000.0(
		$143,109.1

Museums	*Amount*	
Alliston	$ 617.00	
Assiginack	174.80	
Bowmanville	725.82	
Brant	844.89	
Brantford	1,000.00	
Bruce	1,000.00	
Bruce Mines	165.05	
Burlington	900.00	
Chatham	1,000.00	
Cobalt	700.00	
Collingwood	400.00	
Cornwall	916.23	
Elgin	900.00	
Elliot Lake	2,000.00	
Fenelon Falls	1,000.00	
Gore Bay	629.33	
Grand Valley C.A.	1,000.00	
Gravenhurst	977.50	
Haldimand	760.90	
Halton	1,000.00	
Hamilton	1,000.00	
Hastings	817.03	
Huntsville	498.00	
Huron	726.53	
Kenyon	400.00	
Lambton	833.33	
Lennox and Addington	780.16	
London	2,000.00	
Meaford	341.00	
Metropolitan Toronto and Region C.A.	1,000.00	
Midland	1,000.00	
Moira River C.A.	240.42	
Niagara	812.70	
Niagara Falls	666.66	
Niagara Peninsula C.A.	600.00	
Oakville	1,000.00	
Orillia	1,000.00	
Oshawa	1,000.00	
Owen Sound	1,000.00	
Oxford and Woodstock	1,000.00	
Paipoonge	16.66	
Penetanguishene	801.66	
Pickering	785.33	
Renfrew	100.00	
St. Catharines	725.33	
St. Mary's	960.00	
Scarborough	1,000.00	
Simcoe	1,665.87	
Six Nations Band Council	1,390.00	
Toronto	3,900.00	
Upper Thames C.A.	1,000.00	
Wellington	868.66	
Westport	129.00	$46,769.86
Ontario Historical Society		3,500.00
Ontario Archaeological Society		1,000.00
		$51,269.86

TOURIST ACCOMMODATION IN ONTARIO

Inspectoral Zones	*Cabin*		*Cottage*		*Motel*		*Motor Hotel*		*Resorts (Lodge) Inn*		*Tourist Home*		*Hotel*		*Campsites*		*District Totals*	
	Est.	*Rental Units*	*Est.*	*Rental Units*	*Est.*	*Rental Units*	*Est.*	*Rental Units*	*Est.*	*Rental Units*	*Est.*	*Rental Units*	*Est.*	*Rental Units*	*Est.*	*Spaces*	*Est.*	*Rental Units*
Arnprior	73	598	376	2,136	183	3,032	13	631	76	1,041	23	217	8	300	52	1,460	805	9,175
Napanee	25	193	300	1,618	59	904	16	667	103	1,193	4	28	6	57	17	504	530	5,164
Huntsville	73	468	371	2,355	48	541	—	—	182	4,689	7	54	17	352	30	2,203	728	10,662
Peterborough	37	300	390	2,798	72	1,021	3	88	94	1,483	8	75	20	334	39	2,161	663	8,260
Orillia	200	2,014	291	2,078	93	1,083	3	140	63	1,725	6	44	16	371	20	1,444	692	8,899
Kitchener	94	1,142	35	314	346	7,102	10	739	0	0	42	551	8	330	29	2,032	564	12,210
London	56	489	141	886	223	3,588	6	574	3	40	19	158	10	181	50	1,768	508	7,684
Owen Sound	42	359	225	1,366	68	880	1	72	3	88	14	120	34	833	28	1,061	415	4,779
North Bay	31	259	267	1,861	100	1,360	7	243	107	895	1	7	5	166	18	862	536	5,653
Parry Sound	14	93	294	1,881	25	294	1	13	130	1,437	0	0	3	32	21	661	488	4,411
S. S. Marie	26	235	224	1,301	86	1,237	3	95	132	1,132	0	0	18	241	18	402	507	4,643
Kenora	4	12	270	1,637	52	624	1	37	238	2,014	0	0	1	16	10	257	576	4,597
Ft. William	18	132	72	413	61	751	2	76	21	129	3	20	9	146	14	417	200	2,084
TOTALS	693	6,294	3,256	20,644	1,416	22,417	66	3,375	1,152	15,866	127	1,274	155	3,359	346	15,232	7,212	88,221

TOURIST ACCOMMODATION IN ONTARIO

Inspectoral Zones	*Tourist Establishment Capacities*	*Total Value By District*	*All Year Operations*		
			No.	*Units*	*Capacity*
Arnprior	27,666	$ 32,882,500	190	3,776	9,741
Napanee	18,336	$ 19,922,050	79	1,572	4,435
Huntsville	33,059	$ 26,590,000	68	940	2,155
Peterborough	28,722	$ 27,214,600	94	1,460	4,168
Orillia	27,616	$ 18,456,630	86	1,170	3,109
Kitchener	37,148	$ 71,166,750	307	7,381	21,683
London	25,074	$ 38,715,550	220	4,360	12,576
Owen Sound	18,982	$ 13,777,800	74	1,191	3,240
North Bay	16,591	$ 15,978,600	126	1,871	4,886
Parry Sound	13,764	$ 11,622,300	29	313	817
Sault Ste. Marie	14,254	$ 14,978,800	106	1,486	4,233
Kenora	16,810	$ 21,142.900	58	719	2,235
Fort William	5,768	$ 7,808,550	76	1,013	3,160
TOTALS	283,790	$320,297,030	1,513	27,234	76,438

CONSTRUCTION OF TOURIST ESTABLISHMENTS—NEW

Breakdown by Region of the 248 Completely NEW Establishments with a Total of 2,261 Units and 1,574 Camp Spaces that were built in 1964

	Cabins		*Cottages*		*Motels*		*Motor Hotels*		*Resorts*		*Tourist Homes*		*Hotels*		*Campsites*		*Other*		*Totals*		
	No.	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*
Arnprior	—	—	20	57	12	148	4	209	3	36	—	—	—	—	11	185	1	72	51	522	185
Huntsville	—	—	9	30	13	132	1	12	—	—	—	—	—	—	10	337	—	—	33	174	377
Kenora	—	—	13	58	10	70	1	32	5	20	1	5	1	13	7	250	1	—	39	198	250
Kitchener	—	—	5	14	31	680	7	353	1	28	1	5	—	—	17	565	—	—	62	1,080	565
North Bay	3	9	19	53	15	221	3	52	3	12	—	—	1	4	16	240	3	2	63	287	197
TOTALS	3	9	66	212	81	1,251	16	658	12	96	2	10	2	17	61	1,617	5	74	248	2,261	1,574

VALUES

	Buildings	*Campsites*	*Totals*
Arnprior	$2,584,000	$126,000	$ 2,710,000
Huntsville	1,327,175	239,100	1,566,275
Kenora	1,080,850	90,000	1,170,850
Kitchener	8,551,000	775,000	9,326,000
North Bay	2,322,900	150,750	2,473,650
TOTALS	15,865,925	1,380,850	$17,246,775

*Campsites

TOURIST ESTABLISHMENTS—ADDITIONS

Breakdown by Regions of the ADDITIONS that were built at 363 Existing Establishments for an increase of 1,124 Units and 990 Camp Spaces

	Cabins		*Cottages*		*Motels*		*Motor Hotels*		*Resorts*		*Tourist Homes*		*Hotels*		*Campsites*		*Other*		*Totals*		*Camp Lots*
	No.	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	
Arnprior	—	—	21	27	20	175	1	38	9	22	—	—	—	—	1	18	—	—	52	262	18
Huntsville	3	4	82	126	9	38	1	5	26	96	1	4	1	8	42	817	—	—	165	281	817
Kenora	2	2	28	31	10	52	—	—	9	13	—	—	1	4	—	—	—	—	50	102	—
Kitchener	—	—	11	22	32	289	—	—	2	29	—	—	—	—	—	—	—	—	45	340	—
North Bay	2	6	24	49	17	82	—	—	1	2	—	—	—	—	7	130	—	—	51	139	155
TOTALS	7	12	166	255	88	636	2	43	47	162	1	4	2	12	50	965	—	—	363	1,124	990

VALUES

	Buildings	*Campsites*	*Totals*
Arnprior	$1,059,100	$ 3,800	$1,062,900
Huntsville	1,227,100	604,000	1,831,100
Kenora	322,450	—	322,450
Kitchener	1,664,650	—	1,664,650
North Bay	690,600	54,100	744,700
TOTALS	4,963,900	661,900	$5,625,800

Arnprior Region consists of Arnprior and Napanee Districts.

Huntsville Region consists of Huntsville, Orillia and Peterborough Districts.

Kenora Region consists of Kenora and Fort William Districts.

Kitchener Region consists of Kitchener, London and Owen Sound Districts.

North Bay Region consists of North Bay, Parry Sound and Sault Ste. Marie.

TOURIST ESTABLISHMENTS—RECONSTRUCTED

Breakdown by Regions of the RECONSTRUCTIONS that were made at 85 Existing Establishments with a Total of 183 Units and 24 Camp Spaces

	Cabins		*Cottages*		*Motels*		*Motor Hotels*		*Resorts*		*Tourist Homes*		*Hotels*		*Campsites*		*Other*		*Totals*		*Camp*
	No.	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*Lots*
Arnprior	—	—	3	8	1	5	—	—	1	2	—	—	—	2	—	22	—	—	7	15	22
Huntsville	3	9	41	73	4	34	—	—	17	20	1	6	—	—	—	—	—	—	66	142	—
Kenora	—	—	3	5	1	3	—	—	2	2	—	—	—	1	—	2	—	—	7	10	2
Kitchener	—	—	2	2	1	12	—	—	—	—	—	—	—	—	—	—	—	—	3	14	—
North Bay	—	—	2	2	—	—	—	—	—	—	—	—	—	—	—	—	—	—	2	2	—
TOTALS	3	9	51	90	7	54	—	—	20	24	1	6	—	3	—	24	—	—	85	183	24

VALUES

	Buildings	*Campsites*	*Totals*
Arnprior	$ 24,200	$1,000	$ 25,200
Huntsville	107,950	—	107,950
Kenora	15,550	1,000	16,550
Kitchener	37,800	—	37,800
North Bay	7,000	—	7,000
TOTALS	$192,500	$2,000	$194,500

IST OF HISTORICAL PLAQUES ERECTED IN 1964

LGOMA

he Trans-Canada Highway–Commemorates ıe building of this highway which crosses anada from coast to coast. Stretching almost ,000 miles, it was officially opened September , 1962. (Highway 17, Chippewa River, 38 iles north of Sault Ste. Marie.)

RANT

Ionourable Arthur Sturgis Hardy (1837-1901) Commemorates Ontario's fourth prime min- ıter, who was born at Mount Pleasant. (Brant listorical Museum, Brantford.)

RUCE

ergeant John Pearson, V.C. (1825-1892)– orn in England, Pearson served in the Crim- an War and won his decoration for outstand- ıg gallantry during the Indian Mutiny. He ıter emigrated to Canada and settled near ion's Head. (Memorial Park, Lion's Head.)

ARLETON

he Long Island Mill–Marks this fine old stone tructure which began operation in 1860, and s builders, Moss Kent Dickinson and Joseph Merrill Currier. (Manotick.)

OCHRANE

he Founding of Cochrane–Commemorates he founding of this community whose site was hosen and named in 1907. Clearing of the ownsite began the following year and incor- oration took place in 1910. (On grounds of Department of Highways office, Cochrane.)

Moose Factory–Commemorates the second old- st post built by the Hudson's Bay Company. Constructed in 1673, it was captured by the French in 1686 and formally returned to the H.B.C. by the terms of the Treaty of Utrecht n 1713. It has long been the Company's prin- ipal establishment on James Bay. (Moose Factory.)

ESSEX

District Court-House and Gaol–Marks this fine xample of mid-Victorian classical architecture, vhich was completed in 1855, and the previous ourt-houses which had occupied the immedi- te area since 1797. (In front of former Essex County Court-House, Brock and Sandwich Streets, Windsor.)

FRONTENAC

The Royal Military College of Canada 1876–Commemorates Canada's first military college which was opened on June 1, 1876. In 1959 it became the first institution of its type in the Commonwealth to achieve university status. (On the grounds of R.M.C., Kingston.)

Charles Sangster 1822-1893–Honours one of the most significant Canadian poets of the pre-Confederation period. (The Cricket Field, near Court Street, Kingston.)

GLENGARRY

Glengarry Congregational Church 1837–Marks the oldest remaining chapel in Ontario built by the Congregationalists. (In front of the build- ing at St. Elmo.)

Williamstown Fair–Commemorates Ontario's oldest continually operated agricultural fair. It received its patent in 1808 from the Honour- able Francis Gore, Lieutenant-Governor of Upper Canada. (At the entrance to the fair grounds, Williamstown.)

GRENVILLE

Justus Sherwood 1747-1798–A prominent Loy- alist, Sherwood played a leading role in the early settlement of Augusta Township. (High- way # 2 at junction with Merwin Lane, near Prescott.)

Dr. Solomon Jones 1756-1822–One of the province's earliest physicians, Jones was the first member of the Upper Canadian legisla- ture from Leeds and Frontenac. (In front of his former residence, "Olde Homewood", two miles east of Maitland.)

GREY

The Mountain Road–An early route used by settlers who wished to take up land in the Townships of Osprey, Collingwood, Euphrasia and St. Vincent. In use before 1846, little evidence of it remains today. (Beside the road, overlooking Heathcote.)

The Newash Indian Village 1842–Marks the site of a village composed principally of Ojibwa Indians headed by Chief Newash. In 1857 the surrounding area, originally set aside as a re- serve for the Newash Band, was ceded to the Government. (In front of First United Church, 4th Avenue at 21st Street West, Owen Sound.)

HASTINGS

Founding of Actinolite–Commemorates the founding of this community originally known as Troy and later named Bridgewater. It received its present name from the mineral actinolite which was mined in the neighbourhood. (On grounds of Actinolite United Church.)

KENORA

Red Lake House–Relates the story of the successive Hudson's Bay Posts established in the area since 1790. (In front of the Municipal Offices, Red Lake.)

LAMBTON

Founding of Sarnia–Commemorates the founding of this community following an influx of settlers into Sarnia Township, 1832-34. (Alexander MacKenzie Park, Sarnia.)

LANARK

The Dalhousie Library–Founded in 1828 under the patronage of the Earl of Dalhousie, Governor-in-Chief of Canada 1820-1828, it was the first public library in the old Bathurst District. (In front of Watson's Corner Community Hall.)

Rev. William Bell 1780-1857–Honours the first resident clergyman in the old Bathurst District whose written observations on contemporary life provide an invaluable source of information for historians. (On the grounds of St. Andrew's Presbyterian Church, Perth.)

LEEDS

Dr. Lorne Pierce 1890-1961–For many years the editor of the Ryerson Press, he devoted his life to the promotion of Canadian literature and was an author of note. (On the grounds of Delta United Church.)

The Brockville, Westport and Sault Ste. Marie Railway–This pioneer railway received its charter in 1884 and began service between Westport and Brockville four years later. (Near the former railway station at Westport.)

Louise C. McKinney 1868-1931–A strong advocate of female suffrage and in the forefront of the fight for women's rights, Louise McKinney was elected to the Alberta legislature in 1917 and thus became the first woman in the British Empire to gain a parliamentary seat. (Frankville.)

LENNOX AND ADDINGTON

The Macpherson House–Marks the house buil before 1830 by Allan Macpherson, a promin ent Napanee merchant, which is a fine exampl of a late phase of Georgian architecture. (O the grounds of that building, Napanee.)

LINCOLN

Rev. Anthony Burns 1834-1862–Commemor ates the life of a former Negro slave wh escaped to Boston. His subsequent arres caused serious riots in that city. Ransome shortly after his return to the South, he eventu ally became a Baptist minister and settled i St. Catharines. (At the entrance to Victori Lawn Cemetery, St. Catharines.)

The Niagara Escarpment–Describes this wel known geological formation of which Queens ton Heights forms a part. (Adjacent to th road leading from Highway # 8A to the Broc Monument.)

METRO TORONTO

Toronto Horticultural Society–Commemorate the first horticultural society to be formed i the province. Its patron was Sir John Colborne Lieutenant-Governor of Upper Canada, and it first President, Honourable George Markland Inspector-General of the province. (Alla Gardens, Toronto.)

MIDDLESEX

Sir George W. Ross 1841-1914–Summarize the life and career of Ontario's fifth prim minister. (Nairn.)

NORTHUMBERLAND

Joseph Medlicott Scriven 1819-1886–Com memorates the author of the poem "Pra Without Ceasing" which was later set to musi and became the internationally-known hym "What a Friend We Have in Jesus". (At th Pengelley Burying Ground, some 2½ mile east of Bailieboro.)

OXFORD

The Norwich Quaker Settlement–The story o one of Upper Canada's most successful Quake settlements which was established in Norwic Township in 1811. (At the Quaker Pionee Cemetery, Norwich.)

Rev. Newton Wolverton 1846-1932–An educa tionist and Baptist Minister, Wolverton estab lished at Woodstock College, where he wa

ne principal, Canada's first manual training epartment. (In front of College Avenue econdary School, Woodstock.)

ARRY SOUND

ounding of Parry Sound–Commemorates the ounding of this community by the Beatty amily. (In front of the Municipal Building, arry Sound.)

EEL

he Government Inn 1798-1861–Marks the eneral area where this publicly-owned inn or post-house" originally stood. Here the local ndians gathered to trade, and in 1805 and 818 signed treaties which ceded their lands to ne Crown. (In Memorial Park, Port Credit.)

RINCE EDWARD

Vest Lake Boarding School–This brick struc- ure, a fine example of "Loyalist Neo-Classic" rchitecture, was built before 1839, and was ne first Quaker seminary in Canada. (On the orth side of high # 33 about 4 miles west of icton.)

THUNDER BAY

avanne Portage–Marks the site where this istoric portage, which formed an important nk in the Kaministiquia canoe route to the Vest, crosses the present highway # 17. The ortage was first recorded by Jacques de Noyon in 1688. (At the Department of High- ays' Park beside highway # 17 seven miles orthwest of Raith.)

WATERLOO

Evangelical United Brethren–In August, 1839, the first Evangelical Church congregation was formed here following a camp meeting held on this site. In 1946 the Evangelical Church and the United Brethren merged to form the Evangelical United Brethren. (In the Municipal Park adjacent to Marsland Blvd., Waterloo.)

WELLINGTON

Lieutenant S. Lewis Honey, V.C., D.C.M., M.M., 1894-1918–Honours one of Ontario's outstanding soldiers who served in World War I. His gallantry in action cost him his life. (Beside Westcott United Church, Conn.)

WENTWORTH

The Bloody Assize 1814–Describes the treason trials which were held at Ancaster during the War of 1812. Of the nineteen renegade settlers indicted, fifteen were condemned to death and eight executed on Burlington Heights. (On the grounds of Ancaster Memorial School.)

William Blair Bruce 1859-1906–Commemorates this distinguished Canadian artist many of whose works are exhibited in the Art Gallery of Hamilton and the National Gallery of Canada. (Bruce Park, Hamilton.)

The Niagara Escarpment–Erected on Hamilton Mountain, it details the geological history of the natural feature of which the "Mountain" forms a part. (In the park at Concession Street and Highcliffe Avenue.)

GOVERNMENT MATERIAL TRANSFERRED TO ARCHIVES CUSTODY IN 196

Department or Agency	*Subject*	*Period*
Attorney General	Selected letter registers and correspondence files	1867-193(
Education	Teacher Training Records	1863-193
	Secondary School Inspection Reports	1904-193
	Separate School Inspection Reports	1882-190
	Minute Books of the County Boards of Education	1850-190
	Central Registry General Correspondence Files	1907-193
Tourism and Information	General correspondence files of the Deputy Minister	1945-196
Treasury	Vouchers and Warrants	1867-187(
Macdonald Institute	General correspondence files of the principal	1903-191

LIST AND QUANTITY OF PUBLICATIONS & PROMOTIONAL ITEMS PRODUCED BY THE DEPARTMENT IN 1964

Ontario for a Refreshing Vacation	450,000
Angling	110,175
Camp Sites & Roadside Parks	315,018
Appendix to Cruising	19,650
Travel Tips	448,886
22 Planned Motor Tours	160,800
32 Vacation Areas	562,800
Winter Sports	35,000
Winter Sports Accommodation	25,000
Coming Events	425,000
Travel News	50,000
Annual Report of the Department	2,000
Directory and Guide to Services of the Ontario Government	6,000
Puzzles	52,755
Amateur Radio Operators' Postcards	104,700
Where to Stay (Area Sheets)	200,000
Where to Stay (Bound Books)	300
Coasters	102,400
Fishing Regulations	160,400
Waitress Manual	5,270
Personnel Manual	5,050
History Folder	108,600
Wells & Water Supply	5,000

TATISTICS ON DISTRIBUTION OF PHOTOGRAPHS IN 1964

	Black & White	*Colour*
epartment of Tourism and Information Publications and Promotions	2,806	1,624
ravel Folders and Promotions other than those produced by Tourism and Information	5,285	874
ederal Government Departments	677	308
ravel Shows, Exhibitions and Displays	1,099	152
anadian Newspapers and Magazines	4,907	615
nited States Newspapers and Magazines	8,439	728
ransportation Companies	16	14
elevision	485	5
onvention Publicity	313	103
ndustrial House Organs	701	26
ducational Publications	741	200
ther Ontario Government Departments	4,483	232
laterial for lectures including 35 mm colour duplicates of department transparencies		487
oreign Magazines and Publications	193	48
nited Kingdom Newspapers and Magazines	246	173
TOTAL	30,311	5,589

TATISTICS ON FILM DISTRIBUTION IN 1964

irect Screenings:	Canadian	650
	United States	15,557
elecasts:	Canadian	50
	United States	781

TATISTICS ON NEW PHOTOGRAPHS ADDED TO DEPARTMENT FILES IN 1964

	Black & White	*Colour*
rimary	4,278	3,600
econdary	2,430	1,250

Revenue and Expenditure

1. *For year ending March 31, 1964*

Total—Expenditure	$4,326,771	
Revenue	1,039,640	
Excess of Expenditure over Revenue		$3,287,13

2. *Comparison of Revenue and Expenditure*

	Years ending March 31		
(a) Revenue	1962	1963	1964
	$	$	$
Tourist Industry Development Branch			
Licences—Tourist Establishment	90,442	91,174	83,07
Sales—Enquiry List, etc.	3,581	3,750	3,70
Total Development Branch	94,023	94,924	86,78
Theatres Branch			
Fees—Censorship	121,047	113,794	111,44
Licences—Theatres, etc.	77,700	74,259	81,76
Miscellaneous	754	378	25
Total Theatres Branch	199,501	188,431	193,46
The Ontario-St. Lawrence Development Commission			
Entrance Fees			453,43
Campsite Permits			57,91
Concessions—Rentals			21,38
Sale of Souvenirs, etc.			213,56
Miscellaneous			13,08
Total Ontario-St. Lawrence Development Commission			759,39
Total Revenue	293,524	283,355	1,039,64
(b) Expenditure			
Department (Less Commission—1964)	2,107,153	2,128,541	2,383,56
St. Lawrence Parks Commission	.....	.....	1,943,20
Total Expenditure	2,107,153	2,128,541	4,326,77

3. *Forecast of Revenue and Expenditure March 31, 1965*

	Estimates	*Forecast*
(a) Revenue	$	$
Tourist Industry Development Branch		
Licences—Tourist Establishment	90,000	90,00
Sales—Enquiry List, etc.	4,000	4,00
	94,000	94,00
Theatres Branch		
Fees—Censorship	113,000	108,00
Licences—Theatres, etc.	72,800	72,80
Miscellaneous	200	20
	186,000	181,00
St. Lawrence Parks Commission		
Entrance Fees	501,300	503,00
Campsite Permits	75,700	70,00
Concession Rentals	18,000	20,00
Sale of Souvenirs, etc.	262,500	245,50
Miscellaneous	8,500	9,50
	866,000	848,00
Total Revenue Forecast	1,146,000	1,123,00
(b) Expenditure	2,794,000	2,959,00
St. Lawrence Parks Commission	1,791,000	1,880,00
Total Expenditure Forecast	4,585,000	4,839,00

TATEMENT OF REVENUE

OR YEAR ENDING MARCH 31, 1964

evelopment Branch			
Licences—Tourist Establishment		$ 83,078	
Publications: Enquiry List, etc.		2,425	
Miscellaneous		1,283	$ 86,786
heatres Branch			
Fees—Censorship of Films		111,447	
Licences—Theatres	$74,428		
Projectionists	4,675		
Film Exchange	2,660	81,763	
Miscellaneous		253	193,463
. Lawrence Parks Commission			
Entrance Fees		453,433	
Campsite Permits		57,919	
Concessions — Rentals		21,387	
Sale of Souvenirs, etc.		213,569	
Miscellaneous		13,083	759,391
Total Revenue			1,039,640
Excess of Expenditure over Revenue			3,287,131
			$4,326,771

STATEMENT OF EXPENDITURE

FOR YEAR ENDING MARCH 31, 1964

Main Office			
Minister's Salary—Statutory		$ 12,000	
Salaries	$63,565		
Travelling Expenses	12,993		
Maintenance	18,987	95,545	
Northern Great Lakes Area Council		6,149	
Travel Organizations (Statement No. 4)		8,000	
Unforeseen and unprovided		125	$ 121,81
Administrative Branch			
Salaries	89,446		
Travelling Expenses	692		
Maintenance	23,922	114,060	
Staff Training		723	114,78
Publicity Branch			
Salaries	51,640		
Travelling Expenses	10,491		
Maintenance	5,300	67,431	
Photographic Supplies		71,833	
Tours of Editors and Writers		23,624	162,88
Advertising Branch			
Salaries	33,444		
Travelling Expenses	1,403		
Maintenance	3,996	38,843	
Publications		415,972	
Advertising		458,662	913,47
Tourist Promotion and Information Branch			
Salaries	87,469		
Travelling Expenses	5,935		
Maintenance	14,582	107,986	
Operation of Reception Centres		195,242	303,22
Tourist Industry Development Branch			
Salaries	208,236		
Travelling Expenses	65,635		
Maintenance	23,998	297,869	
Administration and Enforcement		7,923	
Grants to Regional Associations (Statement No. 4)		135,109	440,90
Division of Archives			
Salaries	120,496		
Travelling Expenses	7,151		
Maintenance	31,853	159,500	
Investigation of Historic Sites		2,800	
Purchase of Documents, etc.		3,958	
Historical Advisory Board		3,320	
Grants (Statement No. 5)		51,270	220,84
Theatres Branch			
Salaries		87,973	
Travelling Expenses		9,865	
Maintenance		7,784	105,62
The Ontario-St. Lawrence Development Commission			
Administration			
Salaries	151,177		
Per diem allowances	2,332		
Travelling expenses	9,313		
Maintenance	184,189	347,011	
Operation of Parks and Historic Sites			
Salaries	727,223		
Travelling expenses	8,902		
Maintenance	331,379	1,067,504	
Construction and Development		517,117	
Land Acquisition		11,573	1,943,20
Total Expenditure			$4,326,77

FORECAST OF EXPENDITURE

For Year Ending March 31, 1965

Main Office			
Minister's Salary—Statutory		$12,000	
Salaries	$64,000		
Travelling Expenses	12,000		
Maintenance	19,000	95,000	
Northern Great Lakes Area Council		11,000	
Travel Oganizations		8,000	
Unforeseen and unprovided		1,000	$127,000
Administrative Branch			
Salaries	115,000		
Travelling Expenses	2,500		
Maintenance	37,000	154,500	
Staff Training		1,000	
Historic Sites		100,000	255,500
Publicity Branch			
Salaries	88,500		
Travelling Expenses	15,500		
Maintenance	8,000	112,000	
Photographic Supplies		75,000	
Tours of Editors and Writers		48,500	235,500
Advertising Branch			
Salaries	52,000		
Travelling Expenses	3,000		
Maintenance	4,000	59,000	
Publications		395,000	
Advertising		490,000	944,000
Tourist Promotion and Information Branch			
Salaries	105,000		
Travelling Expenses	7,000		
Maintenance	24,000	136,000	
Operation of Reception Centres		194,000	330,000
Tourist Industry Development Branch			
Salaries	230,000		
Travelling Expenses	70,000		
Maintenance	26,000	326,000	
Administration and Enforcement		12,500	
Grants to Regional Associations		150,000	
Grant to Ontario Travel Council		5,000	493,500
Division of Archives			
Salaries	141,000		
Travelling Expenses	13,000		
Maintenance	33,500	187,500	
Investigation of Historic Sites		5,000	
Publication and Purchase of Documents		10,000	
Advisory Board		4,000	
Grants		58,500	265,000
Theatres Branch			
Salaries		91,000	
Travelling Expenses		11,000	
Maintenance		15,000	117,000
Travel Research Branch			
Salaries	33,000		
Travelling Expenses	1,500		
Maintenance	12,000	46,500	
Travel Research		40,000	86,500
St. Lawrence Parks Commission			
Administration		372,000	
Operation of Parks, etc.		1,188,000	
Construction and Development		310,000	
Land Acquisition		10,000	1,880,000
Special Warrant			105,000
			$4,839,000

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The Department of Tourism & Information & The Department of Public Records & Archives Province of Ontario

Report for the year 1965

Hon. James Auld, Minister

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The Department of Tourism & Information & The Department of Public Records & Archives Province of Ontario

Report for the year 1965

Hon. James Auld
Minister



HON. JAMES AULD,
Minister of Tourism and Information

To: The Honourable W. Earl Rowe, P.C.(C)

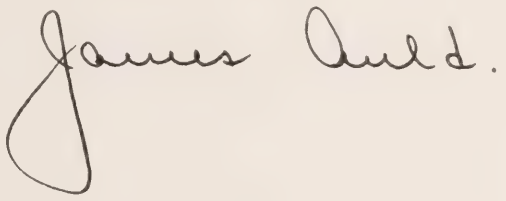
Lieutenant-Governor of the Province of Ontario, in Council

MAY IT PLEASE YOUR HONOUR:

The undersigned has the honour to transmit herewith the Twentieth Annual Report of the Department of Tourism and Information and the report of the Department of Public Records and Archives, for the calendar year 1965.

I have the honour to be, Sir,

Your obedient servant.



Minister of Tourism and Information

Toronto, Ontario
February, 1966

Department of Tourism and Information

Tourism is rapidly establishing itself as a major factor in the Ontario economy both as a revenue-producing industry and as an employer.

Although it is difficult, because of the diversity of the industry, to establish exact spending figures, it is estimated that total travel spending in the province in 1965 reached a record $1,484,000,000. This would represent an increase of almost six per cent over the previous calendar year.

The growing importance of the industry has dictated major changes within the Department of Tourism and Information, changes geared to the increasing sophistication of present-day business methods.

The Tourist Industry Development Branch which is responsible for the field activities of the Department was expanded to include the administration of the Tourist Reception Centres. This new field organization includes six regional and fifteen district offices, as well as six year-round and eleven seasonal reception centres.

Ontario is in a unique competitive position in the tourist industry because of the close working relationship between the Department and the organizations and businesses which constitute the tourist "plant". Internal development activities are designed to expand the tourist business by encouraging and promoting improvements in accommodation services and facilities offered to the travelling and vacationing public.

The head office and field staff effectively carried out a broad development programme as follows:

1. Counselling service to tourist operators and businessmen on techniques of management, promotion, operation, and improvement to recreational and physical facilities.
2. Grants to regional tourist associations and co-ordination of effort among all organizations involved in the tourist industry.
3. Educational programme of seminars for owners, managers and staff of tourist service businesses, food counselling, and lecturing to students.
4. Reception Centres—operation, maintenance and planning of new locations and buildings.
5. Encouraging the development of attractions by feasibility studies and promotion.
6. Statistical data and field surveys for the Travel Research Branch.
7. The administration of the Tourist Establishments and Department of Tourism and Information Acts, and all relevant regulations by issuing of licences, permits to establish, the inspection of premises and the investigation of complaints.
8. Compilation of detailed specific data for promotional literature and accommodation

and facilities listings for the "Where to Stay", "Campsites" and "Marina" facilities publications.

9. Public speaking to community groups and by radio and T.V. to stimulate and increase interest in the economic importance of tourism.

The development activities of the Branch were strengthened by co-operation with the Ontario Development Agency, the Industrial Development Bank, the Canadian Tourist Association and the Department of Lands and Forests. During 1965 an estimated 2,600 persons were interviewed about the possibility of starting into some segment of the tourist business; of these 385 became licenced operators and the majority have made an excellent start at catering to the travelling and vacationing public.

Plans were completed for a continuation of the Souvenir promotion programme.

A policy of intensified enforcement against a few operators resulted in 6 hearings and 2 prosecutions. A total of 146 formal complaints were received and all were investigated. These complaints were unusually high although quite varied with the majority following familiar patterns as follows: manipulation of rates, misrepresentations, refunds on deposits, poor facilities, overcharging and unsatisfactory accommodation.

An estimated $28,000,000 was spent on new attractions and special events, which resulted in attracting new visitors who stayed longer and increased their expenditures. Attractions of merit were as follows, not necessarily in the order of importance: viewing towers, winter carnivals, pageants, historical, forts and Upper Canada Village.

As a result of research conducted in the United States during 1964, it was decided that a change of emphasis in Ontario's promotional programmes was required in order to expand the market of potential visitors to Ontario in that country.

Americans are generally aware that Ontario has lakes and wilderness, superb hunting and fishing, but a regrettable number of them are not aware of its good highways, bustling cities, cultural attractions and sites of historical interest. For this reason, Ontario's 1965 advertising in the United States was designed to present a composite picture of its multiple attractions, of gracious dining and exciting theatre co-existing with miles of forests and rivers.

This was accomplished by means of advertisements using groups of colour photographs showing a variety of activities, and to further project a more sophisticated image of the Province coupons were omitted from this campaign. American magazines such as the New Yorker, National Geographic, Newsweek, Life, etc. were used, and within budget limitations frequency of insertion was emphasized.

A supporting campaign, using the same headline, was run in newspapers located in major metropolitan markets. From mail inquiries and visitor comments at provincial reception centres, there is reason to believe that a good beginning has been made in this project to modify and expand Ontario's image in the eyes of its neighbours to the south.

Another part of this programme has been the review of all Ontario tourist literature. Awareness of changing tourist needs and interests has resulted in several publications being discontinued, others amalgamated, and new ones being printed. Both new and existing literature is being redesigned and by 1966 it is planned that all of these publications will have a strong family resemblance.

An innovation in 1965 was the preparation of six separate promotional books, each describing a different region of the Province. These were used in response to inquiries, both written and in person, about specific areas.

The main Ontario promotion piece, a 52-page book designed chiefly for out of province distribution, was printed with a tear-out card in the back, indicating that more detailed information on individual areas or special interests such as history would be supplied if requested.

Ontario advertising to encourage travel within the province by its own residents and by other Canadians featured a single region in each advertisement. This approach allowed the mention of specific attractions and, as in the United States advertising, presented an idea of the diversity of attractions in each area through a series of photographs.

A coupon invited the reader to write for additional information, and these inquiries were serviced with the appropriate regional book. Further benefits from this campaign were obtained by using proofs of the advertisements to prepare easel-backed counter cards which were distributed to information centres, hotels and motels across the Province.

All the fine stories and photos describing Ontario's tourist attractions would be a wasted without the proper vehicle for getting them into print. Sending out material in attractive kit form is not enough. That is why the Press Relations Section of the Publicity Branch introduced early in the year a group mailing system.

Instead of using a "shotgun" to score scattered hits, it now employs a "rifle" and aims it at the targets that count the most.

This is achieved by stamping releases to the larger publications "EXCLUSIVE IN YOUR CITY." From the basic mailing list, which now contains close to 2,000 names, the major recipients have been divided into four distinct groups of 70-odd each. This guarantees that a selected newspaper in a given city will receive a story and photo for its exclusive use at any given time.

An editor now receiving material marked "exclusive" can run it with the full assurance his competitor will not have the same story. Some examples of the success of this new system: A half-page spread on skiing in The *Chicago Tribune;* a full-colour page in the same paper's Sunday magazine section on Ontario hockey; a full-colour page spread in The *Miami Herald* dealing with the province's chief attractions.

At the same time, a much improved service is provided to the smaller circulation publications. Unlike the past when recipients were asked to write in for photos, the branch now encloses a glossy print, two or three columns wide, for immediate use.

The mailing list, which covers every state and province, is under constant revision to include Class A weeklies, trade journals and industrial organs selected from the best directories available.

Moreover, the section does not restrict its activities solely to travel. There are frequent stories on real estate, business, sports and just about anything that will put Ontario on the travel map.

In the past year the travel story file has been built up to the point where a visiting editor can find material on a variety of subjects to guide him in his writing. Requests for specially written articles are given prime consideration.

Today, all releases are printed within the department with a considerable saving. In addition, most of the stationery required for kits, with the exception of envelopes and folders, are also printed internally, thus enabling even greater savings. There has been no let down in quality as a result of this operation.

Commencing January 1966 all material is to be distributed in a newly designed package which has been brought into line with the department's new image.

Several special kits were put out during the year by the section in co-operation with other branches and other departments. Included were those covering the opening of the Noden Causeway and the McMichael Conservation Collection of Art.

Other projects this section participated in during 1965 were:

Preparation of story material for members of the ethnic press re their Ontario tour in May.

Preparation of story material for members of the U.S. Editors' Goodwill tour in June in which requests were taken for a variety of special articles and illustrations.

The Special Promotion activities of the Publicity Branch included arranging and conducting more than sixty tours, meetings and conventions for individuals or groups of persons active in Press, Radio, T.V. and travel functions. In addition special promotion for such events as the 150th Anniversary celebration for Sir John A. Macdonald, and the Lakehead Winter Sports Promotion, the Ontario Ethnic Press Tour, and the 22nd Annual U.S. Editors' Goodwill Tour of Ontario were arranged and/or conducted.

Of the numerous individual tours for journalists, photographers, travel agents, broadcasters, etc. it should be noted that by far the largest number were directed to the Department by the Canadian Government Travel Bureau in Ottawa.

Special tours were arranged for six French Senators; Miss Japan-Canada, and 15 Japanese Press Radio and T.V. representatives; travel officials from Indonesia; trade officials from Italy; travel officials from a world organization located in Geneva, Switzerland—each of which was from five to ten days and required a high degree of special preparation.

At the request of the Departments of External Affairs; Trade and Commerce; and the Speakers of the House of Commons and the Ontario House, tours and meetings were arranged and conducted for special visitors from other countries, including the late Prime Minister Lal Bahadur Shastri of India.

Special reference should be made for the active part played by the Ontario Government's participation in the 10th Annual World Congress of SKAL clubs, held in Toronto in October.

The department's newest 16 mm feature film production, "Upper Canada Village", was a major success, capturing the Chris Award from the Film Council of Greater Columbus, a certificate of merit from the Canadian Film Awards and a merit award from the Canadian Tourist Council.

Since its release in February, 1965, the film has been screened 109 times and is presently on loan for one year to the Canadian Films Institute for its cross-Canada programme of screening award-winning films.

Six department films—"Location Niagara", "Blue Water Holiday", "Voyageur Country",

Project Muskie", "Upper Canada Village", and Waterway Holiday"—were screened nationally y the CBC following the World Series games.

In addition, the department participated in a See Canada on Film" programme with the lational Film Board at Toronto's Yorkdale hopping Plaza. Four department films were sed in this five-day project.

A programme was developed to expand the unction of the Travel Counselling Section. The bjective is to provide for the transmission of etailed travel information on a personal basis rough the use of semi-automated equipment o prepare "personalized" letters to mail enuirers. Two travel information officers were dded to the complement of this section for this urpose.

Recruitment of a group of well educated, ersonable, and well-mannered young women s travel counsellors, began in the late stages of 965. Such a group will increase the departnent competence in the field of travel counselling.

They will represent the Department and the overnment at special functions, travel shows, nake news through radio, television and the ress.

One hundred and ninety-one editions of the Enquiry List were produced and distributed to Regional Councils, Chambers of Commerce and ndividual establishment operators who subscribed to this service. Seven thousand, nine undred and two good prospects were contained n these lists.

An estimated 25,000 telephone requests for ravel information were serviced by this section. Referred enquiries from the Canadian Governnent Travel Bureau were serviced with departnent and regional literature.

The department participated in sport and ravel shows at Chicago, Philadelphia, Minneapolis and Detroit in the spring of 1965. Ski shows were attended by department personnel at Minneapolis, Detroit, Cleveland and Toronto.

One of the most important studies done during the year 1965 by the Travel Research Branch was —"The Analysis of the Muskoka Region Travel Survey". Basic data was prepared by Mcdonald Research Limited, and by further analysis of this data, the Travel Research Branch obtained the following conclusions:

(a) Tourists spent approximately 40 millions during the year 1964 in the Muskoka area compared with approximately 25 million spent there by local residents. Tourism was therefore the prime generator of employment in the Muskoka area during 1964.

(b) The Muskoka study showed that 36 per cent of all expenditure was made by tourists using cottages. These then, are a most important segment of the tourist industry. They are also the most permanent and reliable customers of certain areas and it is obvious that this type of tourist should be cultivated.

(c) Another important feature revealed by the Muskoka study is the ratings of area services by tourists. Service stations, hotel and motel accommodation, quality of restaurant food, as well as the attitude of local people to visitors were happily, all rated very highly, but local prices and entertainment were rated low, and there is some need for improvement in the latter two services.

(d) The Muskoka study also brought out that our advertising is not only an effective information giving device, but also serves as a reminder to tourists of attractions and events taking place in Ontario and that even though many are wellknown, successful ventures, nevertheless, they should be advertised again and again.

A second study—"Travel Habits and Expenditures of Metropolitan Toronto Households" on which analysis was begun in 1965—will be completed early in 1966. This more extensive study will show the number of trips generated by Metropolitan Toronto households, their destination, expenditures on the trips, etc.

During 1965, the Research Branch also initiated collection of statistical data on tourist and recreational facilities in Ontario in order to determine the capital stock invested in them. So far the following information for the year 1964 has been obtained:

	Estimated Replacement Value
Tourist establishments	$320.3 millions
Liquor License Board Hotels	410 millions
Cottages	700 millions
Total	$1.4 billion

In addition, research is being done on the amount of money invested in all public parks, private golf courses, ski establishments, historical sites, roads which are partly or exclusively used for recreation travel, passenger cars which are partly used for recreation, boats, marinas, canals (Trent-Severn and Rideau), sightseeing towers, etc.

The Research Branch has estimated that approximately 10 per cent of the capital stock in Ontario is invested in tourist and recreational facilities.

During 1965, Travel Research Branch initiated a pilot recreation land-use inventory in two vacation regions of the province—Upper Ottawa Valley and Madawaska Valley.

Data collected at various recreation or tourist sites is being electronically processed to research the manner in which land is being used currently for recreation purposes and to determine the current status of the regional tourist plant.

Further, the tabulating and analysis is designed to provide the identification, detailed examination and quality evaluation of developed tourist sites and facilities.

The programme will continue until all vacation regions of the province have been inventoried and the data examined. The resulting information will form the basis for planning the systemat development of Ontario tourist resources and f projecting future needs to service the increasi demands for recreation space and activities.

As well as the above studies, quantities letters requesting more or less routine statistic information are serviced from day to day by th Branch.

Department receptionists at Queen's Par escorted a total of 42,093 persons on visits to th Legislative Building. Of these, some 31,0(were members of 572 school groups. In additio the Queen's Park receptionists handled 4,0(telephone calls, distributed nearly 70,000 pieces literature and answered more than 150 enquiri per day.

Centennial Planning Branch

The Confederation Train itinerary, approved in December 1964, provided fifteen stops with twenty exhibit sites. Confederation Train Sub-Committees already have been formed at eleven of the fifteen municipalities on the itinerary and while the other nine stops have not established full committees, all are being formed, with their plans well advanced.

All communities on the Confederation Caravan itinerary (143 municipalities) have been contacted by this Branch, giving them pertinent information in each case and providing each committee with a planning guide. Each community is being urged to provide local entertainment in conjunction with the visit of the Caravan and to use the Caravan visit as a basic item in planning Centennial Celebrations.

In August the Ontario Trials for the Canoe Pageant were held, commencing at North Bay, and following the old Champlain route, finishing at Gananoque. Entered in the trials were two canoes from Ontario, two from Alberta, two from the North West Territories, one from the Yukon and one from New Brunswick.

Sportsmanship trophies were presented by the Province of Ontario to the Commodore of each province at Gananoque.

As a part of the Ontario Trials a survey canoe with six paddlers, left Winnipeg and followed the fur traders' route to North Bay. This was a more rugged experience with difficult portages and with heavy seas encountered on Lake Superior.

The Farmstead and Rural Improvement Programme received great impetus through a competition instituted by the Ontario Department of Agriculture.

Over 3,500 participants have been registered. The objective is to encourage farmers to clean up, tidy up and paint up their property in preparation for Canada's Centennial and to assist County Councils to undertake a general improvement campaign in co-operation with local organizations and property owners.

This project is in two sections:

(a) a farmstead improvement competition open to all farmers in Ontario and organized on a County and Provincial basis, by the Ontario Department of Agriculture.

(b) a rural landscape improvement programme on a cost sharing basis with County Councils and on a grant basis to Territorial Districts.

The Centennial Planning Branch is assisting the Department of National Defence through its Armed Forces Ceremonials Committee, in implementing a programme for armed forces tattoos and ceremonials.

The itinerary for Armed Forces Tattoos in Ontario is confirmed: twelve arena performances with 300-500 personnel, also four stadium performances in major centres.

The Branch is assisting in preparing a "packaged programme" for communities of 10,000 or more population which are not included in the Tattoo itinerary.

Active support is also being given for the visit of naval units to various ports on the St. Lawrence River and the Great Lakes.

The Performing Arts Programme is in two parts:

(a) Canada Festival

(b) Ontario Performing Arts Programme.

A survey has been made of the performing artists and groups within the Province, along with a study of possible expanded touring by these groups in 1967.

A survey of auditoria in the Province including seating capacity and stage facilities has been completed.

A strong and active Advisory Committee has been established along with sub-committees for each related area, i.e. drama, visual arts, music, folk arts, ballet, etc.

The Ontario Centennial Planning Branch Folk Arts Advisory Committee was appointed in February of 1965.

Subsequently the Branch established primary contacts in: Windsor; London; Timmins; Sault Ste. Marie; Port Arthur; Peterborough, Sudbury and Cornwall concerning the feasibility of establishing municipal folk arts committees.

It is estimated that 22 Folk Art Festivals will take place in the Province during Centennial Year.

Advisory Committees have been established for all the major areas of programming as follows: Crowd Control, Confederation Train and Caravan, Elementary and Secondary Schools Participation, Armed Forces Ceremonials, Voyageur Canoe Pageant. Historic Sites, Publications, Performing Arts, Folk Arts, Visual Arts, Women's Activities, Inter-Faith Services, and Parades and Pageants.

Community Centennial Committees have bee formed in over 700 municipalities.

Each community is in the process of preparir an agenda of Centennial celebrations and even for scheduling at appropriate times in each mont throughout Centennial Year.

In order to co-ordinate Centennial Plannin the Province has been divided into eleven region each with a Field Representative. The Region Representatives are in contact with the variou community committees, promoting and assistin the municipalities to plan an imaginative an appropriate year-round celebrations programm

In each of the eleven Regions there is also Women's Activities Representative. The regior have been divided into 49 areas, each area havin a women's activities representative.

During the early spring of 1965, 34 region conferences were held at selected locations acro the Province. As a result the groundwork wa laid for the formation of many local Centenni Committees and the initiation of Centenni planning in many centres.

The Centennial Planning Branch sponsored conference, under the direction of the Universit Affairs Advisory Committee at McMaster Un versity in Hamilton in November to develop an co-ordinate plans for campus activities in 196 Representatives from 15 universities in th Province attended this conference.

400,000 trees have already been planted b Ontario school children and by '67 it is estimate the total will exceed 6 million.

The monthly circulation of the Newslette "Centennial Ontario", has increased to 15,00 Rather than a general distribution, the mailin list has been restricted to those who are alread involved in planning for '67 and to those identifie with local committees and involved with speci projects.

)epartment of Public Records and Archives

ARCHIVES BRANCH

Research Services to the Public

The number of persons visiting the Archives for research purposes in 1965 was the largest on record. The total of 3,171 registered visits to the Reading Room constituted an increase of 46 over the preceding year, and approximately 00 persons engaged in research here for the first ime.

University students formed the largest single group. Other visitors included professors, teachers, lawyers, writers, government officials, newspapermen, legislators, television employees, local historians and genealogists. While no statistical record was kept of inquiries received through correspondence or by telephone, their total undoubtedly exceeded that of persons visiting the Archives directly. Extensive guidance and assistance was given to researchers by our staff Archivists, and this has frequently been acknowledged by authors of published works and by graduate students in their theses.

Government Records Division

A major re-arrangement of our government record groups, commenced in 1964, was continued last year. In the case of certain very extensive groups, such as that of the old Crown Land Department, this involved changes in inventories, catalogue cards and other finding aids. Work was also concentrated on new and expended inventories of the records of the Department of Education, the Department of Public Works, and the Provincial Secretary's Department.

During 1965 some 430 linear feet of documents of enduring value were transferred here from various government departments. These departments included Education, Highways, Economics and Development, Labour, Lands and Forests, Public Works, Treasury, Tourism and Information, the Provincial Secretary and the Attorney General. A survey of the extensive records stored at the Ontario Hospital in Toronto was completed.

The acquisition and preservation of the early manuscript records of Ontario's municipal governments is also a responsibility of our Government Records Division. Many of these, particularly of the pre-Confederation period, have already disappeared. Of those that remain, a considerable proportion are deteriorating under unfavourable storage conditions or are inaccessible to researchers.

Bearing this in mind, a strong effort was made during 1965 to seek out and transfer to the Archives remaining municipal records of the early period. In all instances permission must, of course, be obtained from the municipalities concerned, and their co-operation in this regard has been most gratifying.

Apart from direct acquisition of original documents, the Archives is also, as an alternative solution, making microfilm copies. For this purpose it either does the filming itself or obtains

copies from the Salt Lake City Genealogical Society which has been microfilming certain series of early municipal records.

Members of our staff are engaged in assisting the newly appointed inter-departmental Records Management Committee. One member of our Government Records Division staff was transferred permanently to our projected Records Management Branch. It is expected that this programme, involving the operation of a central storage depository for the seldom used records of all departments, will become operational within the next year.

Private Manuscripts Division

Among other duties, this division is the agency of the department primarily responsible for answering genealogical inquiries, and the rapid growth of interest in that field has raised serious problems, since it prevents the staff from concentrating on the preparation of finding aids for our growing backlog of private manuscript collections. This problem has been increased by the fact that during 1965 the number of manuscripts acquired has been higher than in previous years.

However, despite any resulting delay in other work, the primary responsibility of an Archives is to acquire and preserve significant documents before they are destroyed or dispersed, and during the last year one member of the Manuscripts Division has been employed exclusively for this purpose. During 1965 several hundred potential donors were contacted.

More than 7000 private manuscripts were acquired during 1965, and among these were several collections of particular interest. For example: correspondence and working papers of Simon J. Dawson, much of which concerned his exploration of a route from the Lakehead to the Red River in the late 1850's; the diary of the Tête au Brochet Post of the North West Company 1818-1819; a small collection of the correspondence and memoranda of Captain Andrew Drew, R.N., famed for his destruction of the American vessel "Caroline" during the Rebellion of 1837-38; the Robert Wilson collection, 1829-45, including the correspondence of one of the participants in Upper Canada's last fatal duel; the diaries of Frederick Coate, circa 1870-80, concerning the Muskoka region; the diary of William Johnston, constituting a record of an overland wagon trip from Cornwall to the Oregon Territory in 1866; and the correspondence of the Rev. Samuel Rose, a Methodist circuit rider of the 1830's.

The staff completed the preliminary analysis and physical arrangement of many collections and prepared basic catalogue cards. But owing to the pressure of other work, no major inventories were completed in 1965. During the year an agreement was made with the Federated Women's Institutes of Ontario to microfilm all the *Tweedsmuir Histories* compiled by their local institutes, and to preserve the negatives in the Ontario Archives.

Pictures, Photographs and Maps

Over 1500 pictures and photographs of historical significance were acquired during 1965. Among these were items of particular interest, such as a collection of 383 stereographs, many dating before 1867, which provide a splendid record of pre-Confederation Canada. Another collection consists of 140 glass negatives of the town of Elora and its surrounding region, circa 1866-1890, while a third collection includes 130 glass slides of Northern Ontario mining areas, particularly the Porcupine region, taken about 1910.

The cataloguing system of our extensive pictorial holdings is being comprehensively revised. Book form listings were prepared and related series segregated and catalogued. When this project is completed, it should be of very considerable assistance to persons doing research in our picture collection.

Some 60 maps of historical significance were added to our holdings in 1965. These included a very early sketch map of Upper Canada, as well as several county and regional maps by George Tremaine. Several hundred local and specialized maps from our Colonization Road Papers were catalogued.

Photocopying

Requests for copies of documents in our possession increased greatly during 1965, and our photostat camera, two microfilm cameras and Xerox machine were in continual use for this purpose. Many collections of original documents and newspapers remaining in private possession were microfilmed, the negatives retained in the Archives, and if necessary to obtain co-operation positive copies supplied to the owners. In addition, some of our more valuable collections were microfilmed, either as a result of exchange agreements with other Archives or to prevent excessive use and deterioration of the originals.

With the co-operation of the Legislative Library, a start was made on microfilming verbatim newspaper accounts of the debates of the Ontario Legislature. These have been completed from December, 1867 to April, 1946, the negative film being retained here and a positive copy sent to the Legislative Library. A

ırtial index to the debates is being prepared. 'hen this project is completed, it should prove of eat value to legislators and researchers.

ibrary and Conservation Programmes

ɔme 230 books, pamphlets and periodicals were :quired by the Archives' Library. While the rchives has no responsibility for the collection ıd preservation of published material other than ırly newspapers, it is attempting to obtain ɔecialized historical publications dealing with ıe province for the Library, since these must ɛ consulted by the staff while analysing archival ɔllections. The Archives' Librarian was en-ıged in re-arranging and cataloguing the ɛtensive pamphlet collection and in preparing uplicate lists of published holdings. Much time 'as also spent tracing down historical references ı connection with inquiries from the public.

Many of the recent acquisitions of documentary nd pictorial material have been received in a ıutilated or deteriorating condition. The repair ɛchnician has carried out an active programme f repair and conservation of this material ıvolving cleaning, flattening, re-enforcement, hemical treatment and so on. The picture ollections received priority during 1965.

Newspapers

Many of the 19th century newspapers of this ırovince survive only in single copies or in ıaccessible broken runs. Consequently they ɔuld almost be considered archival in nature. At the same time, they are of exceptional value ɔ persons doing research in manuscript sources. For these reasons a strong attempt is being ıade to build up a comprehensive central ɔllection of newspapers in the Ontario Archives.

In this connection the Archives' Liaison Officer ıas visited the offices of several older newspapers ınd has attempted to trace down private ɔllections of early journals. He also spoke at he annual meeting of the Ontario Weekly Newspapers Association and appealed for co-ɔperation. The results have been encouraging, ınd during 1965 original editions of some 50 ıewspapers were obtained, as well as microfilm ɔpies of some 12 others.

Among the more extensive original runs acquired were: *Hamilton Christian Advocate* (1852-71); *Port Hope Guide* (1857-98); *Elora Observer and Lightning Express* (1866-1900); *Morrisburg Courier* (1872-73); *Dundas County Herald* (1879-80); *Leeds and Grenville Independent* (1885-87); *Fergus Advocate* (1885-89); *Prescott Telegraph* (1850-89); *Prescott Plaindealer* (1876-78); *and Prescott Journal* (1890-96).

In 1965 the Archives also microfilmed a number of 19th century newspapers itself or purchased positive prints from the Canadian Library Association and other sources. These newspapers included: *Cobourg Star* (1831-69); *Niagara Mail* (1846-70); *News of the Week*, Toronto (1852-61); *Owen Sound Comet* (1858-64); *Cobourg Sentinel* (1861-78); *St. Catharines Constitutional* (1862-71); *St. Catharines Journal* (1862-67); *Irish Canadian*, Toronto (1863-77); *Telegraph*, Toronto (1866-72); *Campbellford Herald* (1873-1900); and *Huntsville Forester* (1894-1904).

HISTORICAL BRANCH

Erection of Plaques

During 1965 the Branch continued its extensive programme of erecting historical plaques and commemorating persons, places, events and structures of significance throughout Ontario. The number of requests for markers increased over the past year, and research was carried out on some 250 subjects. Forty plaques were erected, bringing the total established to date under this programme to 429.

A special ceremony was held in Glasgow, Scotland, on the 150th anniversary of Sir John A. Macdonald's birth, where a plaque provided by the department was unveiled. In addition, a marker was erected at Grand Portage, Minnesota, site of the former inland headquarters of the North West Company, commemorating an important carrying place on the old canoe route to the West.

The department also initiated a new policy whereby under certain conditions plaques would be erected bearing texts in both French and English.

Information Services and Publications

During the past year inquiries regarding specific aspects of Ontario's history and historical attractions have been directed to the Branch in increasing numbers. These came from private and public organizations, the general public and various governmental agencies.

The Branch compiled revised versions of the brochure *Historic Ontario* and the folder *Ontario History*. In addition, a new pamphlet listing the plaques erected by the department has been prepared. Press releases were compiled containing historical summaries of each subject commemorated by our plaques. Financial grants were made during 1965 to the Ontario Historical Society and the Ontario Archaeological Society with the primary objective of assisting them with the production of their scholarly publications.

A special project involving the preparation of a detailed survey of Ontario's outstanding structures of historical and architectural significance was continued during 1965.

Archaeological Investigations

During 1965 archaeologists were employed to undertake certain field work on behalf of the department. Projects carried out during the year included: continued investigation in Simcoe County of the presumed sites of the important historic Indian villages of Ossossané and Cahiagué; preliminary investigation of the sites of the two French regime posts at Fort William; and preliminary investigation of the historic "Dawson Trail".

In addition, grants were made for the first time to assist with underwater archaeological investigations; one to survey and locate wrecks in waters adjoining the Kingston area and the other to conduct further investigation of the Mississagi Strait off Manitoulin Island in an effort to determine if this is the location of the wreck of La Salle's ship the "Griffon".

Aid to Local Museums

In 1965 the branch was able to improve greatly its services to Ontario's museums by the addition of a design and display expert to its staff.

During the year the Museums Advisers made 135 visits to museums in the province to provide assistance and advice on matters of design and display, administration, conservation, identification, acquisition and other museum problems. In addition, the Museums Advisers met with museum boards, municipal authorities, historical groups and service organizations to explain their functions, present completed museum design projects and explain the system of departmental grants available to municipally owned museums.

The senior Museums Adviser attended seven major conferences and presented a paper at the Manitoba Historical Resources Conference illustrating Ontario's system of assistance to museums. He also planned and conducted a conference in Toronto relative to school attendance at museums.

Preliminary research and planning was undertaken in connection with the establishment of a permanent display to illustrate the evolution of parliamentary government. This will be located in the Ontario Parliament Buildings, and it is expected that it will be completed in our nation's Centennial Year of 1967.

Assistance was given in planning the Ontario Historical Society's annual museums workshop held this year at Upper Canada Village, Morrisburg. A paper entitled "Museum Estimates and a Method of Accounting" was presented, which will be reproduced and made available to museum officials.

During 1965 financial assistance was given under the terms of the department's museums regulations to over sixty municipally owned museums in the province.

ARCHAEOLOGICAL AND HISTORIC SITES ADVISORY BOARD

In 1965 provision was made for the enlargement of the Board to a total of twelve members. It was specified that the current President of the Ontario Historical Society should participate as a member of the Board during his or her term of office.

The Board acts in an advisory capacity to the Minister on all matters pertaining to history and associated subjects. The members are private citizens, and include professional historians and archaeologists, as well as other persons noted for their interest in the province's past.

During 1965 monthly meetings were held from October to June at which members approved final inscriptions for plaques and furnished advice on other phases of the department's historical, archaeological and museums' programmes. In the summer season members attended and spoke at all the department's public plaque unveiling ceremonies.

The Huronia Historical Development Council

The major project undertaken during the first two years of the Huronia Historical Development Council's programme is the reconstruction of Ste. Marie among-the-Hurons (1639-1649), south of No. 12 Highway at the eastern outskirts of Midland.

The Prime Minister, the Honourable John P. Robarts, announced March 19, 1964, the formation of a five-man committee, representing the Ontario Government, the University of Western Ontario which is in charge of the reconstruction, and the Society of Jesus. The chairman is W. H. Cranston.

Responsibilities of the Council include: the reconstruction of Ste. Marie I and the construction of an interpretative museum adjacent to the site; the partial restoration and reconstruction of the Naval and Military Establishments (1814-1856) at Penetanguishene; the establishment of a Museum of the Upper Lakes at Nancy Island, the site of the 1814 sinking of the schooner H.M.S. Nancy by U.S. gunboats near the mouth of the Nottawasaga River at Wasaga Beach. (The hull of the Nancy is housed in a temporary museum on the island).

Ste. Marie I, the first European community in Ontario and the mission home of six of North America's eight French Jesuit martyr saints, was burned in 1649 by the Jesuits to prevent it falling to the invading Iroquois. The Mission to the Hurons was abandoned the following spring when the Jesuits fled from Ste. Marie II on Christian Island to the safety of Quebec.

A model of Ste. Marie I, which was displayed during much of 1965 in the main Parliament Buildings, is to be exhibited at a number of educational centres throughout Ontario and Quebec.

Dr. Wilfrid W. Jury, honorary curator of the University of Western Ontario's Museum of Indian Archaeology and Pioneer Life, is directing the reconstruction of Ste. Marie I which began June 23, 1964, continued in the spring and summer of 1965, and will resume in May, 1966.

During the first two years, the construction programme included: most of the palisades; part of the barracks; two Huron longhouses; two log look-out bastions; completion of two stone bastions; a dwelling, believed to be the first at Ste. Marie I and the only one known to have been built of upright poles; the stable for Ontario's first domestic animals and fowl, (cattle, swine and chickens) transported 800 miles by canoe and portage from Quebec; the granary for Ontario's first organized agriculture; the Huron mission chapel, the original Church of St. Joseph, which was the first permanent church in Ontario, and the first religious shrine in North America north of Mexico; North America's first locked waterway, with three locks, a landing basin, a loading basin and an aqueduct; a well; firing platforms; Indian racks for storing and drying meat and fish; small shelters for Indians; Ontario's first hospital and pharmacy; and two buildings of undetermined usage.

The community also contained Ontario's first permanent Christian cemetery, consisting of the graves of twenty-one Indians and the only white man recorded killed in the immediate vicinity of Ste. Marie I.

As this completes the major structures in the Indian compound and the south court of the European compound, the remaining buildings to be erected are concentrated in the north court of the European compound.

From the Victoria Day week-end to Labour Day, 1965, Ste. Marie I was toured by 147,000 visitors from 65 countries. This total included several hundred classes from Ontario schools. The number of visitors during the previous year was estimated at 50,000.

Ste. Marie I was designated by the Department of Highways as Ontario's eighth major tourist attraction. Special directional markers on Highways 400 and 11, and trail blazers to the site were erected.

Research was continued in North America and Europe by the University of Western Ontario's Historical Advisory Committee, under the chairmanship of Dr. G. Edward Hall, president of the University of Western Ontario. As a result of tours overseas by Dr. and Mrs. Jury and others associated with the reconstruction, seventeenth century French furnishings were acquired for Ste. Marie I.

A member of the Historical Advisory Committee, Vernon T. Mould, was named chairman of the Museum Planning Committee, which is comprised of representatives from the University of Western Ontario, Trent University, the Society of Jesus and the Ontario Department of Education. Mr. Mould is the head of the art department, Upper Canada College, and an internationally known historical artist.

During the autumn of 1965, initial park facilities in the 17th century tradition were completed in the adjacent 30-acre park on the west side of the Wye River, extending north from Highway No. 12 to Georgian Bay.

The federal Department of Public Works agreed to the Council's request to dredge the Wye River from its mouth at Georgian Bay to the bridge at No. 12 highway. Work started late in 1965. The channel, six feet deep and sixty feet wide, will be navigable for pleasure craft going to Ste. Marie I.

The contract was awarded and work started in the autumn of 1965 for the construction of an access road from Highway No. 12 and a 500-car parking lot immediately east of Ste. Marie I. These services are scheduled for completion in the early summer of 1966.

In September 1965, the Penetanguishene subcommittee of the Council was appointed. Representing the University of Western Ontario are Dr. G. E. Hall, Dr. R. N. Shervill, Dr. W. W. Jury; and the government, A. S. Bray, Dep. Minister of Tourism and Information. Secretary is E. H. Johnston of the Department. William H. Cranston is Chairman.

Effective Jan. 1, 1966, Capt. R. F. Smith was appointed research director for the restoration and reconstruction of the Naval and Military Establishments at Penetanguishene. He was formerly curator of the Royal Canadian Regiment Museum at Wolseley Barracks, London, Ontario.

A contract was awarded last year for the construction of a model of H.M.S. Nancy, which is due for delivery by May 31, 1966. This model will be displayed with the hull of the Nancy at the Museum of the Upper Lakes.

Centennial Centre of Science and Technology

The explosion of scientific knowledge and its application to technology has been fundamental to the rapid rise in our standard of living. There are probably many bases for this great advance. However one of the most important is the acceptance by the general public of the findings of scientists and technologists.

Discoveries in science are becoming more and more highly technical and the problem of disseminating this information in a way which can be grasped by the public becomes more and more difficult.

It is the role of the Centre to assist in this dissemination.

Its displays will be of a nature which, while maintaining integrity, will attempt to explain more fundamental and intricate problems of science and their application to technology in a meaningful way—not only to students of the school systems but also to adult groups in pursuit of further education and the casual visitor.

During 1965 the Legislature passed an Act to provide for the establishment and operation of The Centennial Centre of Science and Technology, Bill 114. Under its provision the Board of Trustees was appointed and consists of the following people:

Mr. J. G. Crean
Chairman of the Board

The Hon. William G. Davis
Vice-Chairman

Mr. Douglas W. Ambridge
Chairman, Abitibi Paper & Power Co. Ltd.

Dr. J. J. Brown
Director, Institute for Entrepreneur History

Mr. Lawrence Brown
President, The Algoma Steel Corp. Ltd.

Mr. Earl K. Brownridge
President, American Motors (Canada) Ltd.

Dr. J. M. S. Careless
Department of History
University of Toronto

Mr. Arthur Child
Hamilton, Ontario

Mr. Jack Fraser
Streetsville, Ontario

Mr. T. M. Gaetz
Assistant Vice-President
International Nickel Company of Canada

Mrs. J. A. Gardner
Islington, Ontario

Mr. Oakah L. Jones
President and General Manager
Consumers' Gas Company

Dr. H. H. Kerr
Principal, Ryerson Polytechnical Institute

Mrs. G. B. Lane
Timmins, Ontario

Mr. O. A. Robertson
Vice-President and General Manager
Bell Telephone Company (Toronto)

Mr. Norman J. Scott
Willowdale, Ontario

Mr. Harry Simon
Director of Organization
Canadian Labour Congress

Mr. H. J. Sissons
Assistant General Manager, Services
Hydro-Electric Power Commission of Ontario

Mr. Leroy D. Smithers
President, Dow Chemicals of Canada Ltd.

Dr. O. M. Solandt
Vice-President, Research and Development
De Havilland Aircraft of Canada Limited

Dr. W. E. Swinton
Director, Royal Ontario Museum

Dr. H. G. Thode
President and Vice-Chancellor
McMaster University

Mr. W. O. Twaits
President, Imperial Oil Limited

In 1964, Dr. George MacBeath from the New Brunswick Museum in Saint John was appointed Director and in 1965, Mr. Donald Crowdis, recently Director of the Nova Scotia Museum was appointed as Associate Director.

Under an agreement with Metropolitan Toronto Parks Department the Centre will lease the land necessary for the buildings in the Ernest Thompson Seton Park which occupies the space west of Don Mills Road and south of Eglinton Avenue running down into the Don Valley proper. Metro Parks have agreed to maintain this area (apart from the buildings themselves) as parkland. During 1965 all the preliminary site preparations have been finished and are now ready for the general contractor to begin.

While the different levels of the high land, the banks, and the Valley provide a fascinating location for the Centre's development, they have imposed structural problems. Mr. Raymond Moriyama, the architect appointed by the Department of Public Works to draw up the plans, has also been appointed as overall supervisor for the development of the parkland as well. This happy dual appointment enables a single concept to be carried out throughout the whole area.

Much of 1965 was taken up with the development of the building plans, the fitting of them into the contours of the land and the preparation of the final working drawings. The latter went out to tender in mid-November.

In the final result, there has been designed a most unusual and unique group of buildings, not only with the best and most modern facilities for display but also ones which fit in and become part of the surrounding parkland. Much of the best experience in museums around the world has been incorporated in these designs and it will be an outstanding addition to the facilities afforded by Metropolitan Toronto and Ontario as a whole.

The staff of the Centre during 1965 has been growing and consideration is now being given to the various subjects in science and technology which are going to be displayed in the initial buildings.

The design staff is working up the actual exhibits and these will soon be translated into their actual final forms.

In all scientific and technological museums throughout the world, business and industry are closely connected. Indeed, their active participation is often of the most extensive variety. Already Canadian industry is working closely with the Centre and 1966 should see their participation crystallized in many areas of display.

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VISITORS TO RECEPTION CENTRES 1957 TO 1965

Centre	*1957*	*1958*	*1959*	*1960*	*1961*	*1962*	*1963*	*1964*	*1965*
Kenora	20,427	17,374	25,542	22,396	29,601	34,643	31,824	30,291	34,881
Fort Frances	12,436	16,466	20,406	18,986	16,694	17,320	18,307	13,064	27,356
Rainy River	—	—	—	—	—	—	1,112	2,939	4,090
Middle Falls	25,691	22,813	32,794	32,599	41,807	33,275	33,765	31,182	—
Sault Ste. Marie	22,097	21,703	22,013	16,747	25,385	25,598	38,272	29,917	39,906
Point Edward*	100,657	114,924	127,779	130,322	161,094	171,600	180,172	181,077	161,273
Windsor (Tunnel)*	38,856	39,778	42,677	36,948	34,203	40,614	71,513	87,271	84,337
Windsor (Bridge)	33,647	32,465	41,969	47,121	47,506	52,407	49,558	54,367	48,365
Fort Erie	24,726	26,976	29,495	26,525	21,559	32,963	32,963	33,630	32,479
Niagara Falls	105,573	96,284	103,308	92,995	100,805	108,695	120,452	121,831	108,015
Homer (St. Catharines)	40,651	49,359	62,919	64,747	64,037	60,574	74,202	64,764	52,516
Lakeland (Barrie)	—	—	—	—	31,985	52,058	65,077	67,532	70,122
1,000 Islands Bridge***	36,662	37,306	52,248	64,040	78,914	90,350	110,958	103,626	80,498
Johnstown (Prescott)	12,438	10,189	16,474	14,898	5,189	3,406	8,889	12,899	11,562
Cornwall****	25,708	27,881	48,306	42,248	48,760	47,629	44,533	62,190	77,342
Hawkesbury	29,227	26,162	10,502	9,106	5,454	3,949	5,856	5,594	7,956
Lancaster**	—	—	25,918	60,598	72,058	85,445	80,669	83,709	27,762
Pigeon River	—	—	—	—	—	—	—	—	30,079
TOTAL	528,796	539,680	662,350	680,276	785,051	860,526	968,120	985,883	898,539

*—Operated all year

**—Commenced all year operation, 1960

***—Commenced all year operation, 1963

****—Commenced all year operation, 1964

—All other Centres seasonally operated.

REPORT OF RECEPTION CENTRES 1965

Reception Centre Summary for 1965	*Kenora*	*Fort Frances*	*Pigeon River*	*S.S. Marie*	*Point Edward*	*Windsor Tunnel*	*Windsor Bridge*	*Fort Erie*	*Niagara Falls*	*Homer*	*Lake-land*	*1000 Isl. Bridge*	*Johns-town*	*Corn-wall*	*Lan-caster*	*Hawkes-bury*	*Rainy River*	*TOTAL*
Opening date:	*May 15*	*May 15*	*May 15*	*June 1*	*all*	*all*	*May 15*	*May 15*	*all*	*June 1*	*May 15*	*all*	*May 15*	*all*	*all*	*May 15*	*May 15*	
Closing date:	*Sept 15*	*Sept 15*	*Sept 15*	*Sept 15*	*year*	*year*	*Sept 15*	*Sept 15*	*year*	*Sept 15*	*Sept 15*	*year*	*Sept 15*	*year*	*year*	*Sept 15*	*Sept 15*	
Total of visitors to Centre - -	34,881	27,356	30,079	39,906	161,273	84,337	48,365	32,479	108,015	52,516	70,122	80,498	11,562	77,342	27,762	7,956	4,090	898,539
Number of parties - - -	10,259	8,046	8,847	11,737	49,340	25,450	11,284	9,756	32,560	15,446	18,060	23,793	3,427	23,899	18,170	2,349	1,203	273,626

Grants to Regional Associations

Algoma Regional Tourist Council	$5,000.00	
Almaquin Highlands-Parry Sound-Georgian Bay Regional Tourist Council	5,000.00	
Bay of Quinte Regional Tourist Council	5,000.00	
Central Erie Tourist Region Council	5,000.00	
Essex Kent Regional Tourist Council	5,000.00	
Golden Route, Highway No. 101 Regional Tourist Association	4,904.60	
Great Pine Ridge Tourist Council	3,458.96	
Haliburton Highlands Regional Tourist Council	5,000.00	
Huronia Historic Sites and Tourist Association	5,000.00	
Kawartha Lakes Regional Tourist Council	5,000.00	
Lake of the Woods Regional Tourist Council	5,000.00	
Lower Ottawa Area Tourist Council	1,825.00	
Madawaska Valley Regional Tourist Council	5,000.00	
Manitoulin-Espanola Regional Tourist Council	5,000.00	
Mid Western Regional Tourist Council	5,000.00	
Muskoka Regional Tourist Council	5,000.00	
Niagara-Iroquoia Tourist Association	5,000.00	
Nipissing Regional Tourist Council	5,000.00	
Patricia Regional Tourist Council	5,000.00	
Rainy River Regional Tourist Council	5,000.00	
Regional Tourist Council of the Grey and Bruce	2,830.60	
Regional Tourist Council of the James Bay Frontier	4,271.72	
Rideau Lakes-1,000 Islands Regional Tourist Council	3,082.09	
Sarnia Lambton Regional Tourist Council	5,000.00	
Seaway Valley Travel Council	5,000.00	
Sudbury & District Regional Tourist Council	5,000.00	
Temiskaming Regional Tourist Organization	2,706.49	
Upper Lake Superior Tourist Council	5,000.00	
Upper Ottawa Valley Tourist Council	5,000.00	$133,079.46

Membership in and Grants to Travel Organizations

American Society of Travel Agents	75.00	
Association of Tourist Resorts of Ontario	600.00	
Canadian Tourist Association	1,500.00	
Joint Board of Tourist Associations	4,500.00	
Lake Erie International Vacationland Association	100.00	
Mississippi Parkway Commission	1,000.00	7,775.00
		$140,854.46

Museums

Alliston, Town of	$ 482.00	
Assiginack, Municipality of	171.33	
Bowmanville, Municipality of	733.00	
Brant, County of	850.00	
Brantford, City of	1,000.00	
Bruce, County of	1,000.00	
Bruce Mines, Municipality of	133.28	
Burlington, Municipality of	900.00	
Chatham, Municipality of	1,000.00	
Cobalt, Town of	696.66	
Collingwood, Town of	574.75	
Cornwall, Municipality of	927.39	
Dryden, Township of	733.00	
Elgin, County of	1,000.00	
Elliot Lake, Improvement District of	814.62	
Fenelon Falls, Municipality of	933.33	
Golden Lake Indian Reserve (2 years)	1,360.00	
Gore Bay, Municipality of	133.33	
Grand Valley Conservation Authority	1,000.00	
Gravenhurst, Town of	700.00	
Haldimand, County of	300.00	
Haldimand, Township of	326.66	
Halton, County of	1,000.00	
Hamilton, City of	1,000.00	
Hastings, County of	754.11	
Huntsville, Town of	498.66	
Huron, County of	866.66	
Joseph, Township of	450.00	
Kenyon, Township of	400.00	
Lambton, County of	1,000.00	
Lennox and Addington, County of	778.41	
Meaford, Town of	320.00	
Metropolitan Toronto and Region Conservation Authority	1,000.00	
Midland, Municipality of	1,000.00	
Moira River Conservation Authority	595.40	
Niagara, Town of	838.57	
Niagara Falls, City of	760.00	
Niagara Peninsula Conservation Authority	600.00	
North Grimsby, Township of	600.00	
Oakville, Corporation of the Town of	1,000.00	
Orillia, Town of	1,000.00	
Oshawa, Corporation of the City of	850.00	
Owen Sound, City of	832.00	
Penetanguishene, Corporation of the Town of	800.00	
Peterborough, City of	400.00	
Pickering, Township of	426.00	
Renfrew, County of	600.00	
St. Catharines, City of	159.00	
St. Mary's, Town of	780.00	
Scarborough, Township of	1,000.00	
Simcoe, County of	1,000.00	
Simcoe, Town of	674.33	
Six Nations Band Council	846.66	
Toronto, City of	4,000.00	
Upper Thames River Conservation Authority	1,000.00	
Wellington, County of	880.00	
Westport, Municipality of	422.00	
Woodstock & Oxford County	1,000.00	$45,901.15
Ontario Historical Society		3,500.00
		$49,401.15

TOURIST ACCOMMODATION IN ONTARIO

Regional Offices	Cabin		Cottage		Motel		Motor Hotel		Resort		Tourist Home		Hotel		Campsites		Totals	
	No.	Units	No.	Units	No.	Units	No.	Units	No.	Units	No.	Units	No.	Units	No.	Space	No.	Units
Arnprior	94	703	659	3,616	264	4,174	10	407	164	1,641	28	295	13	311	76	2,572	1,308	13,719
Huntsville	298	3,358	1,077	7,544	209	2,630	8	217	307	7,654	20	153	47	876	79	3,187	2,045	22,432
Kitchener	175	1,835	389	2,564	641	11,615	32	2,554	5	123	67	788	51	1,345	119	6,037	1,479	26,861
North Bay	64	537	772	4,989	221	2,991	4	140	343	3,014	8	48	19	368	69	2,314	1,500	14,401
Kenora	23	140	299	1,756	125	1,370	4	71	291	2,316	1	7	7	102	26	711	776	6,473
TOTALS	654	6,573	3,196	20,469	1,460	27,780	58	3,146	1,110	14,748	124	1,291	137	3,002	369	14,821	7,108	91,830

	Capacities	Value	All Year Operations No.	Units	Capacity
nprior - - - - - -	48,243	$ 45,891,000	267	4,544	12,618
ıntsville - - - - - -	83,798	$ 72,714,680	234	3,218	8,199
tchener - - - - - -	87,741	$136,654,250	610	13,618	40,044
orth Bay - - - - - -	42,812	$ 39,142,400	245	3,268	8,784
enora - - - - - - -	24,595	$ 28,848,100	140	1,785	5,481
TOTALS - - - -	287,189	$323,250,430	1,496	26,433	75,126

TOURIST ACCOMMODATION IN ONTARIO

Regional Offices	Cabin		Cottage		Motel		Motor Hotel		Resort		Tourist Home		Hotel		Campsites		Totals	
	No.	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Space*	*No.*	*Units*
Arnprior - - - -	94	703	659	3,616	264	4,174	10	407	164	1,641	28	295	13	311	76	2,572	1,308	13,719
Huntsville - - - -	298	3,358	1,077	7,544	209	2,630	8	217	307	7,654	20	153	47	876	79	3,187	2,045	22,432
Kitchener - - - -	175	1,835	389	2,564	641	11,615	32	2,554	5	123	67	788	51	1,345	119	6,037	1,479	26,861
North Bay - - - -	64	537	772	4,989	221	2,991	4	140	343	3,014	8	48	19	368	69	2,314	1,500	14,401
Kenora - - - - -	23	140	299	1,756	125	1,370	4	71	291	2,316	1	7	7	102	26	711	776	6,473
TOTALS - - -	654	6,573	3,196	20,469	1,460	27,780	58	3,146	1,110	14,748	124	1,291	137	3,002	369	14,821	7,108	91,830

OURIST ACCOMMODATION IN ONTARIO

	Capacities	Value	All Year Operations No.	Units	Capacity
rnprior - - - - - -	48,243	$ 45,891,000	267	4,544	12,618
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orth Bay - - - - - -	42,812	$ 39,142,400	245	3,268	8,784
enora - - - - - - -	24,595	$ 28,848,100	140	1,785	5,481
TOTALS - - - -	287,189	$323,250,430	1,496	26,433	75,126

CONSTRUCTION OF TOURIST ESTABLISHMENTS—NEW

Breakdown by Region of the 153 Completely New Establishments with a total number of Completely New Units built in 1965: Buildings 2.748: Campsites 1,142.

County or District	*Cabin*		*Cottage*		*Motel*		*Motor Hotel*		*Resort (Lodge)*		*Tourist Home*		*Hotel*		*Campsites*		*Other*		*Campsites (with Tourist establishments)*	
	No.	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*
Arnprior - - - - -	—	—	5	14	5	85	5	85	—	—	1	8	—	—	4	125	—	—	—	—
Huntsville - - - - -	—	—	11	38	8	80	—	—	1	8	1	6	—	—	5	84	—	—	—	—
Kenora - - - - - -	1	2	8	26	6	63	—	—	1	1	—	—	—	—	3	48	3	2	—	—
Kitchener - - - -	1	3	1	2	17	394	1	24	6	487	1	20	1	50	17	623	-	—	—	—
North Bay - - - -	2	7	8	31	13	146	—	—	3	14	—	—	1	10	12	257	—	—	1	5
TOTALS - - -	4	12	33	111	49	768	6	109	11	510	3	34	2	60	41	1,137	3	2	1	5

Total Number of completely New Establishments		153
Total Number of completely new units: Buildings		1,521
	Campsites	2,748
Total approximate value of New Construction: Buildings		$13,473,200
	Campsites	$763,100

TOURIST ESTABLISHMENTS—ADDITIONS

Breakdown by Region of the Additions that were built at 260 Existing Establishments, for an increase of 1,464 Units and 193 Campsites.

County or District	*Cabin*		*Cottage*		*Motel*		*Motor Hotel*		*Resort (Lodge)*		*Tourist Home*		*Hotel*		*Campsites*		*Other*		*Campsites (with Tourist establishments)*	
	No.	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Units*	*No.*	*Space*	*No.*	*Units*	*No.*	*Units*
Arnprior	—	—	14	18	7	25	—	—	5	9	—	—	—	—	—	—	3	78	—	—
Huntsville	2	15	53	93	13	44	—	—	15	71	1	1	—	—	6	115	—	—	7	113
Kenora	1	1	19	21	5	35	—	—	18	21	—	—	—	—	1	7	—	—	—	—
Kitchener	3	13	5	7	25	266	2 (L.C.B.O.) 1	220 80	—	—	—	—	—	—	—	—	—	—	—	—
North Bay	2	5	39	54	10	40	—	—	3	7	—	—	—	—	1	25	—	—	2	80
TOTALS	8	34	127	193	60	410	3	300	41	108	1	1	—	—	8	147	3	78	9	193

Total Number of Completely New Additions to Existing Establishments 260

Total Number of completely new units: Buildings 1,464

Campsites 193

Total approximate value of this new construction: Buildings $5,772,200

Campsites $35,050

TOURIST ESTABLISHMENTS—RECONSTRUCTED

Breakdown by Regions of the RECONSTRUCTIONS that were made at 57 Existing Establishments with a total of 148 Units.

County or District	Cabin		Cottage		Motel		Motor Hotel		Resort (Lodge)		Tourist Home		Hotel		Campsites		Other		Campsites (with tourist establishments)	
	No.	Units	No.	Units	No.	Units	No.	Units	No.	Units	No.	Units	No.	Units	No.	Units	No.	Units		
Arnprior	—	—	5	25	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Huntsville	1	3	14	36	2	7	—	—	17	34	—	—	—	—	—	—	—	—	—	—
Kenora	—	—	11	29	—	—	—	—	4	6	—	—	—	—	—	—	—	—	—	—
Kitchener	—	—	2	4	—	—	—	—	—	—	1	4	—	—	—	—	—	—	—	—
North Bay	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
TOTALS	1	3	32	94	2	7	—	—	21	40	1	4	—	—	—	—	—	—	—	—

LIST OF HISTORICAL PLAQUES ERECTED IN 1965

The historical plaques erected during 1965 on the advice of the Archaeological and Historic Sites Board of Ontario are listed herewith under the counties or districts in which they are located. The brief descriptive notes which have been added are not copies of the actual inscriptions on the plaques, but are intended merely to indicate the nature of the subject commemorated.

BRANT

The Honourable Harry C. Nixon 1891-1961–Commemorates Ontario's thirteenth prime minister, first elected to the Ontario legislature in 1919, and who at his death had served 42 years in the provincial parliament. (In front of the Nixon farm near St. George.)

COCHRANE

Sergeant Aubrey Cosens, V.C. 1921-1945–Honours one of Ontario's Victoria Cross winners who was born in Latchford. He won the Commonwealth's highest award for valour during the bitter fighting in Holland in 1945. (Adjacent to Highway 11 just south of its northermost junction with Highway 67).

ESSEX

St. John's Church–Details the story of one of the earliest Anglican churches in southwestern Ontario. (Sandwich Street, Windsor.)

Jack Miner 1865-1944–Commemorates the internationally known wild life conservationist who established one of the earliest bird sanctuaries in Canada in 1904. (The Jack Miner Bird Sanctuary, near Kingsville.)

FRONTENAC

Rene-Amable Boucher 1735-1812–The descendant of a noted French Canadian family, Boucher was born at Cataraqui (Kingston) and served in the French forces until the British capture of Canada. He settled at Boucherville, Quebec, and was later a member of the Legislative Council of Lower Canada. (James Roe Park, Clarence Street, Kingston.)

GLENGARRY

MacLeod Settlement–Alexander MacLeod led a group of some forty families, including members of several Scottish clans, to this region where they were authorized to take up land in 1794. (R. D. K. MacLeod Farm, Dalkeith Road, Lochiel Township.)

HALIBURTON

Bobcaygeon Road–This colonization road was begun in 1856 and was designed to open up districts lying inland from the settled townships. It ran from the Oxtongue River in Franklin Township. (Department of Highways Park, Highway 35, Dorset.)

Founding of Baysville–Commemorates this popular resort for vacationers and sportsmen which originally grew around a sawmill built by William H. Brown. Brown was granted land in this vicinity in 1871 and subdivided his property in 1873-1875. Much of Baysville is located on his grant. (Baysville.)

HASTINGS

The Monck Road–This important colonization road was constructed for the dual purpose of opening up a wilderness area to settlement, and providing an alternative, less vulnerable military route between the Upper Great Lakes and the Ottawa Valley. It was begun in 1866 and completed, 1873. (Bancroft.)

KENT

The Josiah Henson House–Commemorates the home of the Reverend Josiah Henson, whose early life in slavery provided much of the material for Harriet Beecher Stowe's novel, "Uncle Tom's Cabin". (Dresden.)

The Buxton Settlement 1849 – In 1849 a group of abolitionists purchased 4,300 acres of land in this vicinity on which were settled freed and fugitive Negro slaves. It became one of the most successful ventures of its kind in Canada. (Village of South Buxton.)

LANARK

Dr. James Naismith 1861-1939–Commemorates the inventor of basketball who was born in Ramsey Township. (Highway 29, 3 miles north of Almonte.)

LEEDS

District Court-House and Gaol 1842–This attractive structure, one of the oldest remaining courthouses in the province, is the third building on the site. The central portion was designed in the Neo-Classic style by the well known architect, John Howard. (Court-House Square, Brockville.)

DONATIONS TO ARCHIVES

Apart from material acquired by purchase, or transferred from government and municipal agencies, the Archives was fortunate during 1965 in the public spirited co-operation which it received from private owners of historical manuscripts and pictures. The following list includes the names of persons who donated some of the larger or more significant collections during the past year.

Miss Kathleen Ball, Niagara (through the good offices of Miss Katharine Ball, Toronto)

Mr. Kenneth Beet, Willowdale.

Mrs. E. Blair, Toronto.

Mr. V. B. Blake, Toronto.

Mr. Harvey Bonathan, Newcastle.

Mrs. Desmond Bonnycastle, Westfield, N.J.

Mr. Douglas Cameron, St. Catharines.

Mrs. Peggy Cavanagh, Perth.

Mr. H. W. Clarkson, Port Credit.

Miss Dorothy Coate, Rosseau.

Miss Martha and Mr. S. Bothwell Cole, Port Fortune.

Mr. John Cozens, Toronto.

The late Colonel C. F. Curry, Brockville.

Mr. Hugh Douglass, Atglen, Penna.

Mrs. A. Ewen, Guelph.

Major and Mrs. Malcolm Ferguson, Ottawa.

Dr. A. Norman Found, Toronto.

Mr. J. C. C. Fraser, Ottawa.

Mr. S. E. Gibson and members of the Gibson family, Toronto.

Mrs. G. W. Glenwright, Toronto.

Mr. Ross Good, Wasaga Beach.

Mr. Cyril Greenland, Toronto.

Mr. Boyd Higginson, Burk's Falls.

Mrs. C. Inderwick, Perth.

Miss Dorothy Johns, Capitola, California.

Rev. A. E. Kewley, St. John's, Newfoundland.

Mrs. Gordon Konantz, Winnipeg.

Mr. F. A. MacDougall, Toronto.

Miss Mary Mack, Cornwall.

Mrs. Kay Marston, Elora.

Mr. D. H. C. Mason, Toronto.

Mrs. Hazel C. Mathews, Oakville.

Mr. Walter McCully, Scarborough.

Mr. O. D. McFall, Toronto.

Miss Kaye McFarland, Napanee.

Mr. T. Montague, Toronto.

Mr. G. H. Patterson, Toronto.

Dr. Arthur G. Reynolds, Toronto.

Mrs. A. D. Ridge, Montreal.

Mr. and Mrs. C. Robinson, Muskoka (through good offices of Mr. R. Boyer, M.P.P.).

Mr. H. O. Rorke, Penticton, B.C.

Mr. Max Rosenthal, Toronto.

Mrs. Charles Rungeling, Fenwick.

Mr. J. M. Scott, Seaforth (through the good offices of Mr. John Scott).

Mr. J. G. Sherlock, Toronto.

Mr. Keith Sly, Kingston.

Mr. K. H. Smith, Toronto.

Rev. Neil G. Smith, Montreal.

South Marysburgh Museum, Prince Edward County (through the good offices of Mrs. Malcolm Love, Curator).

Dr. G. W. Spragge, Toronto.

Mrs. Thomas and Mr. Stanley Sproule, Vankleek Hill.

Mrs. C. C. Strahn, Toronto.

Mr. David Taylor, Picton.

Mr. E. P. Walker, Kingston.

Mrs. M. M. Whitehouse, Toronto.

Mr. Merton Y. Williams, Vancouver.

Mrs. Ruth Woodsworth, Coldwater.

LIST AND QUANTITY OF PUBLICATIONS & PROMOTIONAL ITEMS PRODUCED BY THE DEPARTMENT IN 1965

Ontario—Friendly, Familiar, Foreign and Near (U.S.)	200,000
Ontario—Great Adventure Vacations (Can.)	100,000
Ontario—Northwest Region	60,000
" —Northeast Region	60,000
" —Central Region	80,000
" —South Central Region	130,000
" —Southwest Region	80,000
" —Southeast Region	80,000
Ontario Campsites, Roadside Parks, Recreation Areas	300,000
Dockside Fueling Facilities, Marine Service and Supplies	25,000
Where to Stay in Ontario (32 area issues)	200,500
Where to Stay (bound copies)	300
Hunting and Fishing in Ontario	200,000
Coming Events in Ontario (monthly)	450,000
Coming Events in Ontario (special summer issue)	100,000
Directory and Guide to the Services of the Government of Ontario	6,000
Ski Scope for Family Fun	35,000
Ontario History folder	159,000
Ontario Winter Accommodation	25,000
Amateur Radio Operators' Postcards	100,000
Accounts Book for Tourist Operators	5,000

STATISTICS ON DISTRIBUTION OF PHOTOGRAPHS IN 1965

	Black & White	*Colo*
Department of Tourism and Information Publications and Promotions	5,598	1,27
Travel Folders and Promotions other than those produced by Tourism and Information	2,473	85
Federal Government Departments	753	22
Travel Shows, Exhibitions and Displays	871	7
Canadian Newspapers and Magazines	2,679	35
United States Newspapers and Magazines	14,559	35
Transportation Companies	19	2
Television	957	
Convention Publicity	381	21
Industrial House Organs	661	5
Educational Publications	710	16
Other Ontario Government Departments	4,287	21
Material for lectures including 35 mm colour duplicates of department transparencies		27
Foreign Magazines and Publications	241	3
United Kingdom Newspapers and Magazines	139	
TOTAL	34,328	4,13

STATISTICS ON FILM DISTRIBUTION IN 1965

Direct Screenings:	Canadian	425
	United States	20,087
Telecasts:	Canadian	145
	United States	652

STATISTICS ON NEW PHOTOGRAPHS ADDED TO DEPARTMENT FILES IN 1965

	Black & White	*Colou*
Primary	3,578	10,975
Secondary	2,142	2,155

For year ending March 31, 1965

Total—Expenditure	$5,003,144	
Revenue	1,126,739	
Excess of Expenditure over Revenue		$3,876,405

Comparison of Revenue and Expenditure

	Years ending March 31		
(a) Revenue	1963	1964	1965
Tourist Industry Development Branch	$	$	$
Licences—Tourist Establishment	91,174	83,078	85,129
Sales—Enquiry List, etc.	3,750	3,708	4,606
Total Development Branch	94,924	86,786	89,735
Theatres Branch			
Fees—Censorship	113,794	111,447	108,993
Licences—Theatres, etc.	74,259	81,763	74,130
Miscellaneous	378	253	206
Total Theatres Branch	188,431	193,463	183,329
St. Lawrence Parks Commission			
Entrance Fees		453,433	502,280
Campsite Permits		57,919	69,961
Concessions—Rentals		21,387	22,609
Sale of Souvenirs, etc.		213,569	246,605
Miscellaneous		13,083	12,220
Total St. Lawrence Parks Commission		759,391	853,675
Total Revenue	283,355	1,039,640	1,126,739
(b) Expenditure			
Department	2,128,541	2,383,566	3,107,111
St. Lawrence Parks Commission	—	1,943,205	1,896,033
Total Expenditure	2,128,541	4,326,771	5,003,144

Forecast of Revenue and Expenditure March 31, 1966

(a) Revenue	*Estimates*	*Forecast*
Tourist Industry Development Branch	$	$
Licences—Tourist Establishment	90,000	90,000
Sales—Enquiry List, etc.	4,000	4,000
	94,000	94,000
Theatres Branch		
Fees—Censorship	108,000	108,000
Licences—Theatres, etc.	72,800	72,000
Miscellaneous	200	1,000
	181,000	181,000
St. Lawrence Parks Commission		
Entrance Fees	527,000	605,000
Campsite Permits	77,000	107,000
Concession Rentals	16,000	22,000
Sale of Souvenirs, etc.	258,000	290,000
Miscellaneous	7,000	21,000
	885,000	1,045,000
Total Revenue Forecast	1,160,000	1,320,000
(b) Expenditure		
Department	4,049,500	4,626,500
St. Lawrence Parks Commission	1,900,500	2,003,000
Total Expenditure Forecast	5,950,000	6,629,500

STATEMENT OF REVENUE
FOR YEAR ENDING MARCH 31, 1965

REVENUE

Tourist Industry Development Branch			
Licences—Tourist Establishment		$ 85,129	
Publications: Enquiry List, etc.		4,066	
Miscellaneous		540	$ 89,73
Theatres Branch			
Fees—Censorship of films		108,993	
Licences—	$66,380		
Projectionists	4,970		
Film exchange	2,780	74,130	
Miscellaneous		206	183,32
St. Lawrence Parks Commission			
Entrance Fees		502,280	
Campsite Permits		69,961	
Concessions—Rentals		22,609	
Sale of Souvenirs, etc.		246,605	
Miscellaneous		12,220	853,67
Total Revenue			1,126,73
Excess of Expenditure over Revenue			3,876,40
			$5,003,144

STATEMENT OF EXPENDITURE
FOR YEAR ENDING MARCH 31, 1965

	EXPENDITURE		
Main Office			
Minister's Salary—Statutory		$12,000	
Salaries	$62,083		
Travelling Expenses	15,467		
Maintenance	18,922	96,472	
Northern Great Lakes Area Council		10,581	
Travel Organizations		7,775	
Unforeseen and unprovided			$126,828
Administrative Branch			
Salaries	116,831		
Travelling Expenses	2,171		
Maintenance	36,476	155,478	
Staff Training		186	
Restoration of Historic Sites		99,697	255,361
Publicity Branch			
Salaries	87,082		
Travelling Expenses	15,459		
Maintenance	5,932	108,473	
Photographic Supplies		81,955	
Tours of Editors and Writers		55,199	245,627
Advertising Branch			
Salaries	37,830		
Travelling Expenses	2,371		
Maintenance	3,983	44,184	
Publications		370,677	
Advertising		487,677	902,538
Tourist Promotion and Information Branch			
Salaries	94,932		
Travelling Expenses	6,606		
Maintenance	17,517	119,055	
Operation of Reception Centres		202,483	321,538
Tourist Industry Development Branch			
Salaries	229,227		
Travelling Expenses	64,379		
Maintenance	28,973	322,579	
Administration and Enforcement, etc.		10,425	
Grants to Regional Associations		133,080	
Grants to Ontario Travel Council		5,000	471,084
Division of Archives			
Salaries	133,560		
Travelling Expenses	10,948		
Maintenance	36,349	180,857	
Investigation		3,950	
Publications		5,321	
Advisory Board		2,453	
Grants		49,401	241,982
Theatres Branch			
Salaries		88,683	
Travelling Expenses		10,766	
Maintenance		11,997	111,446
Travel Research Branch			
Salaries	19,299		
Travelling Expenses	715		
Maintenance	21,215	41,229	
Travel Research		39,480	80,709
St. Lawrence Parks Commission			
Administration			
Salaries	147,297		
Per diem allowances	1,830		
Travelling Expenses	9,880		
Maintenance	195,437	354,444	
Operation of Parks and Historic Sites			
Salaries	806,840		
Travelling Expenses	5,501		
Maintenance	355,272	1,167,613	
Construction and Development		298,127	
Land Acquisition		75,849	1,896,033
Special Warrant (Centennial Project)			349,998
			$5,003,144

Main Office			
Minister's salary—statutory		$12,000	
Salaries	$83,000		
Travelling Expenses	20,000		
Maintenance	17,000	120,000	
Northern Great Lakes Area Council		11,000	
Memberships, Grants		8,000	
Unforeseen and unprovided		1,000	$152,000
Administrative Branch			
Salaries	145,000		
Travelling Expenses	5,000		
Maintenance	81,000	231,000	
Staff Training		1,000	
Restoration of Historic Sites		250,000	
Centennial Project		1,112,000	1,594,000
Publicity Branch			
Salaries	103,000		
Travelling Expenses	20,000		
Maintenance	20,000	143,000	
Photographic Supplies		77,000	
Tours of Editors and Writers		83,000	303,000
Advertising Branch			
Salaries	40,000		
Travelling Expenses	3,000		
Maintenance	4,000	47,000	
Publications		475,000	
Advertising		600,000	1,122,000
Tourist Promotion and Information Branch			
Salaries	220,000		
Travelling Expenses	10,000		
Maintenance	27,000	257,000	
Operation of Reception Centres		86,000	343,000
Tourist Industry Development Branch			
Salaries	260,000		
Travelling Expenses	75,000		
Maintenance	36,000	371,000	
Administration and Enforcement, etc.		30,000	
Grants to Regional Associations		140,000	
Grants to Ontario Travel Council		13,000	554,000
Public Records and Archives			
Salaries	186,000		
Travelling Expenses	15,000		
Maintenance	53,000	254,000	
Investigation		6,000	
Publications		12,000	
Advisory Board		4,000	
Grants		65,500	341,500
Theatres Branch			
Salaries		90,000	
Travelling Expenses		11,000	
Maintenance		10,000	111,000
Carried forward			$4,520,50

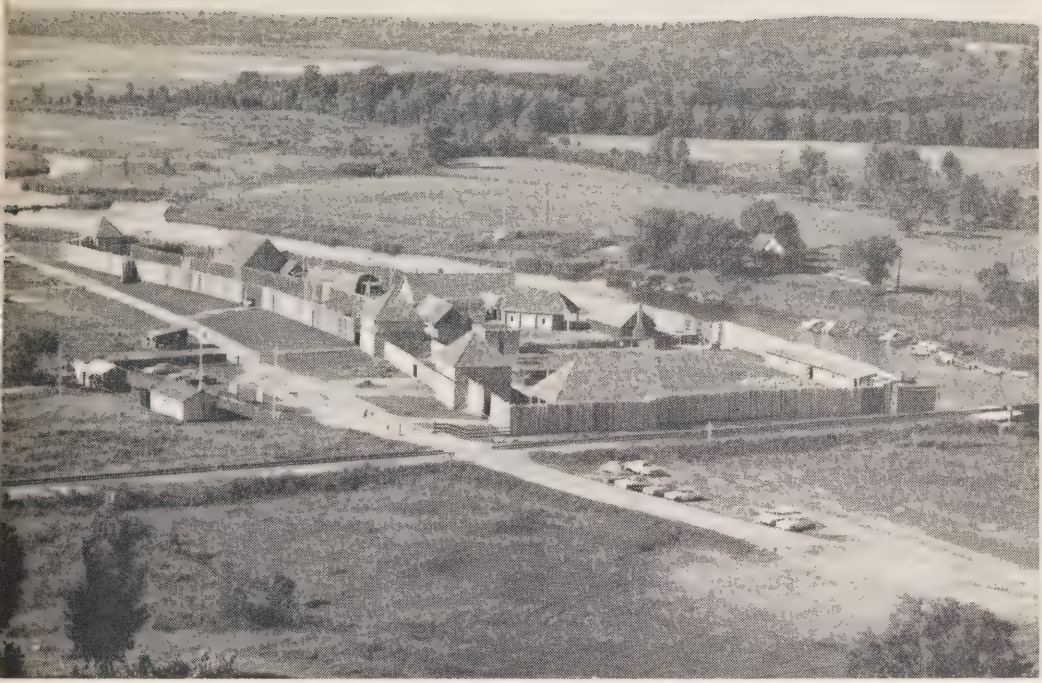
		Brought forward.....	$4,520,500
avel Research Branch			
Salaries	28,000		
Travelling Expenses	3,000		
Maintenance	12,000	43,000	
Travel Research		63,000	106,000
. Lawrence Parks Commission			
Administration			
Salaries	161,000		
Per diem allowances	2,000		
Travelling Expenses	8,000		
Maintenance	150,000	321,000	
Land Acquisition		77,000	
Operation of Historic Sites			
Salaries	528,000		
Travelling Expenses	3,000		
Maintenance	327,000	858,000	
Construction and Development		52,000	
Operation of Parks			
Salaries	410,000		
Travelling Expenses	8,000		
Maintenance	143,000	561,000	
Construction and Development		134,000	2,003,000
			$6,629,500



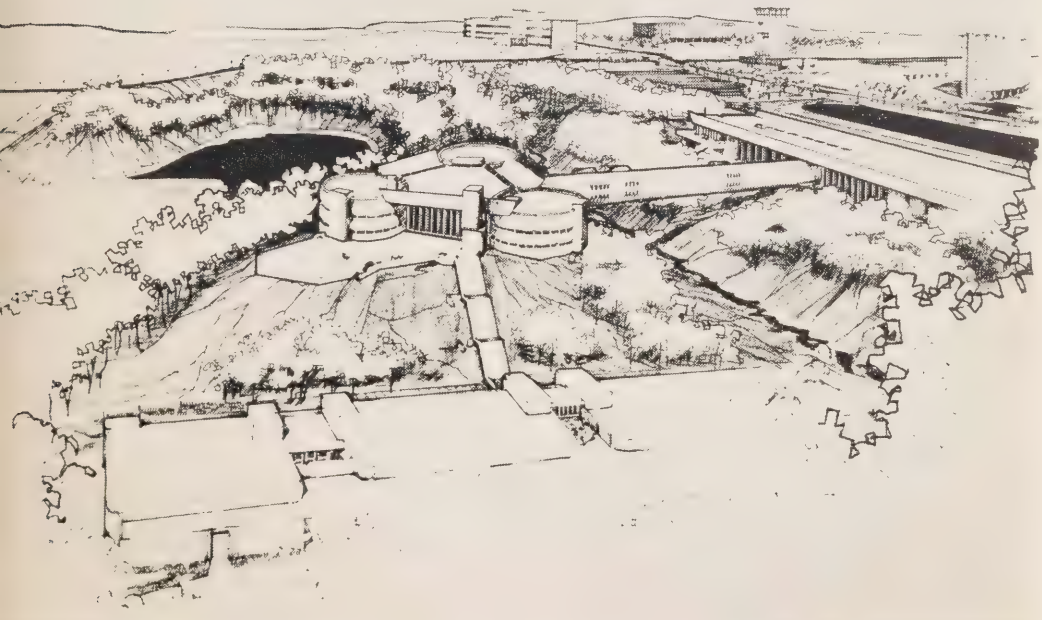
Travel Counselling Office, 185 Bloor St. E., Toronto



Magazines feature department-produced stories, pictures



Ste. Marie-Among-the-Hurons rises again



Architect's sketch of Centennial Centre of Science and Technology

Friendly, Familiar, Foreign & Near











ONTARIO
Canada

Ontario—a land like yours, yet intriguingly "foreign." Where you can get away from it all . . . any way you wish. Fish or swim in any of 250,000 lakes, or enjoy life in big, exciting cities . . . thrill to the wildlife kingdom in uncrowded parks. Enjoy one of the world's finest Shakespearean theatres . . or shop for antiques that bring pioneer days to life. There's an Ontario just for you. To discover it, write for our free booklet (52 pages in full colour) to: Department of Tourism & Information, Room 113, Parliament Buildings, Queen's Park, Toronto.

Department advertisement in U.S. magazine

GOVT PUBNS

2ON
I
R26

1966

Annual Report

The Department of Tourism & Information

—

The Department of Public Records & Archives

1966

GOVT PUBNS

Annual Report

The Department of Tourism & Information
The Department of Public Records & Archives



HON. JAMES AULD,
Minister of Tourism and Information

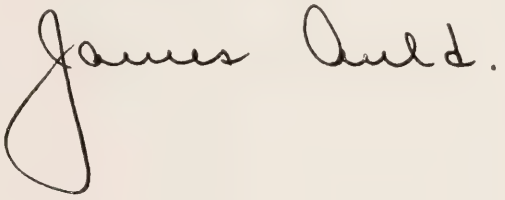
To: The Honourable W. Earl Rowe, P.C. (C)
Lieutenant-Governor of the Province of Ontario, in Council

May It Please Your Honour:

The undersigned has the honour to transmit herewith the Twenty-First Annual Report of the Department of Tourism and Information and the report of the Department of Public Records and Archives, for the calendar year 1966.

I have the honour to be, Sir,

Your obedient servant,



Minister of Tourism and Information

Toronto, Ontario
March, 1967

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Annual Report Introduction

For the Ontario tourist industry, 1966 was yet another record year as total travel spending in the province soared to an estimated $1.6 billion, an increase of seven per cent over the previous year.

Some of this increase undoubtedly was the direct result of favorable weather conditions which gave the province one of its most pleasant summers in recent years.

The balance of the rise in spending can be attributed to a multiplicity of factors: an increased awareness of Ontario's attractions through balanced and aggressive promotion and advertising, the general improvement in Ontario's tourist "plant" through counselling and direction, and the continuing willingness and ability of U.S. travellers to sample vacation delights north of our joint border.

Ontario has a unique position in terms of U.S. travel. It thrusts deeply into the heart of the most densely populated portion of the U.S., an area whose travel spending potential is growing at a rapid rate.

Yet, despite the fact that U.S. travel spending in Ontario last year exceeded $400 million (approximately half the total for *all* of Canada), many segments of this market have yet to be fully exploited.

There can be little doubt that 1967—Canada's Centennial Year—will set an all-time record for travel spending in Ontario. Many thousands of new visitors will be attracted by this magnet, many more former visitors will return to the province.

These visitors will form the most important advertising and public relations staff of this department. Their 1967 pleasures will help ensure our 1968 successes.

Centennial Planning Branch

During 1966 three additional Project Officers were added to the Branch staff to provide more detailed planning on national programmes and to cope with accelerated committee organization and planning of ceremonies in communities across the Province.

By the end of 1966, hundreds of activities, small and large, had been programmed and planning completed for their implementation during Centennial Year.

Thousands of people in all walks of life in Ontario are now involved in the planning and programming of Centennial events and the list of activities and ceremonies scheduled for 1967 increases daily.

Grants Programme

Hundreds of Ontario communities have taken advantage of this shared cost programme to construct libraries, museums, parks, recreation centres, swimming pools and other public buildings in the "brick and mortar" aspect of Centennial Year. Over 1,000 applications have been received. Six hundred and sixty-seven projects have already been approved and approximately 125 completed.

Community Organization

Over 800 local Centennial Committees have been formed and are in action. Tourists in Ontario during 1967, as well as residents, will enjoy the splendour and excitement of unparalleled activity—parades, old home weeks, regattas, international sports events, old time fashion shows, community cook-outs, local pageants, old fashioned garden parties, historical re-enactments and inter-community visitations—a list of happenings that will provide exciting events in many places during each month of 1967.

Queen's Park

Planning has been undertaken to provide an appropriate programme of events during 1967. On New Year's Eve the "salute to '67" ceremonies were enjoyed by an estimated crowd of 50,000 people. The ceremonies at Queen's Park were preceded by a torch light parade of some 1,000 marchers up University Avenue to witness the lighting of the Centennial flame—the largest illuminated Centennial symbol in Canada—as well as a spectacular fireworks display.

Ontario Performing Arts Programme

Through direct provincial assistance plans were finalized for seven Ontario-based com-

panies to provide some 200 performances in over 100 Ontario cities and towns in a balanced presentation of music, drama and dance. Many towns will enjoy these attractions for the first time.

Visual Arts

Plans have been developed through a provincially assisted programme for touring the works of Ontario's best-known artists and sculptors during 1967. A series of workshops, also with direct provincial assistance, are being planned to provide direct assistance to amateur artists and sculptors.

Folk Arts

Plans are being prepared for a provincially subsidized programme of Folk Art Festivals with limited touring. These will be carried out through the eleven Folk Art Councils in Ontario.

Women's Activities

Seventy-five regional and district representatives were appointed to assist and encourage the involvement of women in all areas of Centennial activity. Much organization was accomplished through women's organizations and groups. With two units operating, the presentation "Portraits of the Past" has performed in 78 Ontario municipalities across the Province and has generated a great deal of interest and enthusiasm.

Speaker's Bureau

Many speaking engagements, in all parts of the Province, have been undertaken by members of the Speaker's Bureau as well as by branch staff to service clubs, municipal representatives, women's groups and organizations.

University Affairs

Planning is well advanced and a provincial assistance programme to 14 Ontario universities for pre-production costs and touring of music groups. Direct assistance will also be provided to hold workshops in music and drama.

Advisory Committees

Seventeen committees composed of qualified persons, were formed for the major areas of Centennial planning.

Farmstead and Rural Improvement

This programme, sponsored by the Junior Farmers Association of Ontario, was implemented to assist and encourage farm owner and county councils to undertake general improvement programmes. It was in the form of a competition and some 3,500 entries were received.

Inter-Faith

The Ontario Inter-Faith Committee was formed and included 17 denominations. This committee worked closely with the National Inter-Faith Committee and plans were laid for Centennial Year events.

Sports

Planning for an active sports programme for Ontario amateur athletes is well advanced. Direct provincial assistance will be given to a number of competitive sports meets and international events scheduled for Ontario. A special Ontario sports medallion for excellence is being struck for Centennial year. Promotional assistance is also being provided for recreational sports.

Veterans' Affairs

A number of meetings have been held with the Veterans' Advisory Committee concerning the ceremonies for Veterans' Week in 1967—July 11th to 17th. A Provincial dinner will be tendered for representatives of all Ontario veterans' groups on June 10th, 1967.

Indian Events

A series of meetings were held with Indian tribes across the Province including the far-northern areas to develop plans for direct assistance to them in Centennial events such as pow wows. The pow wows and other ceremonies will be held in all areas of the Province during Centennial Year.

Federal-Provincial

During 1966 this Branch has worked closely with the Centennial Commission in Ottawa and the Department of National Defence in planning, at the community level, the implementation of the various national programmes:

1. Armed Forces

Armed Forces Tattoos will provide 19 stadium performances in four cities and 34 arena performances in 13 communities.

The motorcycle acrobatic team will put on a precision drill display in several Ontario municipalities.

The Golden Centennaires acrobatic team consisting of 10 Tudor Jets and two replicas of World War I aircraft, will provide a spectacular air display at 20 locations.

The visits of war vessels to ports on the St. Lawrence River along with visits by Canadian, Commonwealth and foreign ships, will support exciting Centennial programmes in 50 communities.

Forces '67 Travelling Team, consisting of two bands and 36 performers, will appear at some 70 communities across the province. Each performance will be about two and a half hours long and will include Highland Dancing, Unarmed Combat Display, Precision Drill and a Feu-de-Joie.

In addition, bands and reserve units will participate in parades and special events in many locations during Centennial Year.

Confederation Train

This historic exhibit train will visit 15 Ontario cities with 20 exhibit locations. Commencing on May 14, it will be on exhibit in Ontaro for a total of 98 days.

Confederation Caravans

With exhibits similar to those on the Confederation Train, three Caravans will visit 145 communities for a total of 344 exhibit days. All three Caravans start on May 1. It is anticipated that hundreds of thousands of Ontario residents will enjoy these spectacular exhibits during Centennial Year.

Voyageur Canoe Pageant

This historic re-enactment of the Voyageurs' travels in Canada will enter Ontario on July 8, and will spend some 55 days en route across the Province to the Quebec border. The brigade will stop at 19 communities where special celebrations are being planned. Canoes will be entered from Nova Scotia, New Brunswick, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia, The Yukon and North West Territories. Dressed in the costumes of the Voyageurs, their stops at the various Ontario communities will be colourful and exciting events.

Canada Festival

During 1966 this programme was formulated and plans developed for five major touring companies to provide 70 performances at 23 Ontario communities. This is a shared cost programme to provide ticket cost subsidies at the local level.

Youth Travel

Arrangements were made through the Department of Education for 25 groups of school children to visit Ontario in Centennial Year and for 25 groups of Ontario school children to visit the other provinces.

Community Improvement

A great deal of literature was distributed to Ontario municipalities and the programme promoted through meetings and speaking engagements throughout 1966.

Workshops

A second series of 34 workshops were held in all regions of the province with community representatives and Centennial Committees to assist in detailed planning of community organization and the planning of ceremonials and events as well as arrangements for the implementation of the national programmes. In addition four regional workshops were conducted with particular emphasis on planning at the community level for the Confederation Train and the Confederation Caravans programme.

Advertising Branch

The show window of the Department of Tourism and Information is its advertising campaign.

Here in colour photos and colourful copy, the potential visitor can sample the vacation attractions of the province, compare them with others in the marketplace, accept or reject our invitation to visit an Ontario that is "Friendly, Familiar, Foreign and Near," a province offering a "Great Ontario Adventure Vacation."

Modern advertising is both an art and a science. Before substantial sums can be committed, all the available tools of research must be used to gain a comprehensive picture of the market available.

Ontario's major non-domestic market is in the north-central and northeastern United States—specifically the states of Connecticut, Massachusetts, New York, New Jersey, Pennsylvania, Ohio, Michigan, Wisconsin, Minnesota and Illinois—and which makes up more than 90 per cent of U.S. travel spending in Ontario.

In recent years the Department's advertising and research branches, in conjunction with its advertising agency, have built up a comprehensive picture of Ontario's potential market in the U.S. From this knowledge has come a campaign that is unique in its appeal and specific in its direction.

Particular attention has been paid to determining the characteristics of U.S. travellers to Canada—who they are, where they come from, what they are seeking, what their reactions are.

The characteristics of U.S. adults who have visited Ontario during the past five years indicate that Ontario's best prospect:

(a) tends to have higher than average income, and particularly those with incomes of $10,000 or more,

(b) tends to be better educated, and particularly those who have attended or graduated from college,

(c) tends to be in the 35 to 49 year age group,

(d) tends to be married—family size one to four children,

(e) tends to reside in U.S. metro areas, and particularly those residing in metro suburbs.

These characteristics suggest our best prospect tends to be knowledgeable, informed, sophisticated, has a wide range of interests

ıd has the resources to travel comfortably. :e tends to take a family vacation and his ife likely has an influence in deciding here the family will go and what they will ɔ on their vacation.

A Canadian Government Travel Bureau tudy reports the following are of most ıterest to Americans in planning their next acation:

	Percent Mentioning
Outdoor scenery	78%
Parks	52
Historic Sites	45
Fishing	39
Sightseeing	35
Camping	32
Shopping	20

Although the response to other individual ports was not great, collectively, sports epresent a significant area of interest. These ındings are generally similar to those re-ɔorted by a Department study showing main acation activity of U.S. tourists that visited Tourist Reception Centres in 1966. In the atter study, a significant group (29%) re-ɔorted an interest in visiting cities.

The Canadian Travel Bureau Study eports that among Americans who have isited Canada during the past five years, bout 52% of them have made two or more rips to Canada in this period.

A study jointly sponsored by the depart-nent and its agency in four U.S. cities pro-ides further insight into Ontario's prime J.S. prospect.

It appears that over the past four years, bout 10% of Ontario's prime prospects in our test cities have visited Canada in any ne year. Of the total visiting Canada, about 2% visited Ontario.

It appears that about 72% of Ontario's rime prospects would like to visit Ontario vhile about 23% have actually done so luring the past four years. This suggests hat about two-thirds of the potential has not een induced to visit Ontario in the past our years.

It was found that Ontario's prime pros-ects are primarily concerned with five onsiderations in planning and enjoying a acation. They include:

(a) Having interesting things to see,
(b) Accommodation,
(c) Cost of the visit,
(d) Food,
(e) The roads.

A majority of Ontario's prime prospects perceive Ontario as well above average on these five considerations.

The degree to which Ontario's prime prospects perceive Ontario to be well above average on these five selected attributes was evaluated in June 1965 and in May 1966.

The 1966 evaluation indicated an overall improvement in Ontario's image among prime prospects, particularly in terms of "Many interesting things to see."

The following table indicates the extent to which Americans consider Ontario to be well above average:

	Percent Considering Ontario Well Above Average	
	1965	1966
Many Interesting Things to See	73%	80%
Good Accommodation	53	57
Cost of the Visit	41	43
Good Food	55	59
Good Roads	48	53

Significant increases in U.S. population, households and income are forecast for the period 1965-1970. These favourable trends will help to generate significant growth in the U.S. travel market during this period. The key estimates, prepared by the U.S. Department of Commerce are as follows:

	1965	1970	Increase
Population (millions)	194.6	207.1	+ 6.4%
Households (millions)	57.3	63.0	+10.0
Gross National Product ($ billions)	676.0	910.0	+34.6
Personal Income ($ billions)	531.0	706.0	+33.0
Disposable Income ($ billions)	465.0	625.0	+34.4
Discretionary Income ($ billions)	181.0	273.0	+50.8

It has been estimated that currently about 22% of U.S. families earn $10,000 or more per annum. It is expected that by 1970, about 30% of all U.S. families will be in this upper income group. It is this upper income group that has the highest propensity to travel, particularly outside the U.S. This group also has the highest expectation of travelling more in the next few years.

It has been estimated that total U.S. vacation and pleasure travel expenditures will be $21.6 billion in 1970. This represents a 41% increase over the $15.2 billion expenditures in 1965.

A review of U.S. travel market trends in 1966 again confirms the belief and expectation of continued growth during the next four years.

The review of the characteristics of U.S. visitors to Ontario reaffirms the strategy of concentrating U.S. advertising in the prime U.S. trading area.

A review of the characteristics of U.S. visitors to Ontario reaffirms the strategy of continuing to present a "balanced" impression of Ontario in the U.S. market.

There continues to be a valid reason to advertise on a year-round basis.

The creative changes incorporated in the 1966 campaign ads tended to increase the level to which Ontario's prime prospects were favourably impressed by the advertisements.

A great deal more information is known about the U.S. market than about the Canadian market. However, in 1966, the advertising branch and its agency conducted a study in Montreal, Toronto and Winnipeg to investigate attitudes toward taking vacations in Ontario.

It appears that a high percentage of Toronto families vacation in Ontario in any given year. About one-third of French families in Montreal and families in Winnipeg have vacationed in Ontario in the past year. In these latter two markets, there is a significant number of families who would like to vacation in Ontario, but have not done so in recent years.

Toronto residents appear to have visited a number of different areas in the province. French families from Montreal appear more selective in the areas they have visited in Ontario — the Ottawa Valley, Metropolitan Toronto and Niagara Falls. Winnipeg families primarily visit Northwestern Ontario though a significant number have visited the Metropolitan Toronto area.

Families in the three Canadian cities appear to be influenced by different combinations of factors when deciding on and enjoying a vacation. For example, Toronto families tend to be most influenced by good accommodation, food and roads, while French families from Montreal tend to be influenced by good roads, interesting things to see and friendly people, along with an eye to the expense of the trip. Winnipeg families tend to consider the roads, interesting things to see and camping facilities.

Ontario's image among Toronto families tends to be very positive and well defined. Winnipeg families' image of Ontario tends to be quite favourable, while French families in Montreal tend to have a particularly weak image of the province.

Action was taken in 1966 to assess the performance of the current Canadian campaign. Selected advertisements were copy tested in Montreal (French), Toronto and Winnipeg. The advertisements evaluated were:

"Land Between the Lakes"
"Heritage Highway"
"Wilderness Way"
"Champlain Country"

In 1966, readership information was obtained for each of the four Canadian campaign advertisements listed above.

All four advertisements were measured in Weekend Magazine. All of the ads except "Heritage Highway" generated above average readership. The "Heritage Highway" was somewhat below average. Among women, the "Wilderness Way" and "Champlain Country" ads generated above average readership levels while the readership of the other two ads was a little below average.

In Perspectives, the "Wilderness Way" ad and the "Land Between the Lakes" ad both tended to generate above average readership levels among men and below average readership among women.

In Le Magazine Maclean, the "Heritage Highway" ad tended to generate above average readership levels among both men and women. The "Land Between the Lakes" ad tended to generate below average readership levels among both men and women.

The foregoing information represents only a portion of the research carried out for and by the advertising branch. But, from it came the two major campaigns of the department —in U.S. and Canadian magazines.

Two other campaigns initiated in 1966 will continue through 1967.

The first of these was a special campaign to induce visitors to Expo 67 to also take a trip to or through Ontario.

Expo tourist prospects in the New England and eastern Middle Atlantic States are most likely to travel to and from Expo without giving consideration to an extended vacation trip that would include visiting Ontario. With added promotion and publicity, some of these prospects will be attracted to Ontario, bringing added tourist revenue to the Province that would otherwise be lost.

The message to this market is geared to impress these prospects with an after-the-fact message through the medium of illuminated panels in high-traffic (commuter audience) rail and bus stations in New York, Boston, Philadelphia and Chicago.

The creative purpose here is to communicate the theme "AFTER EXPO . . . TAKE IN ONTARIO." Visually, it offers back-lit photographic and art illustrations contrasting Ontario's attractions with those of the Province of Quebec. For example, much emphasis is placed on the British traditions to be found in this part of the country. Additional emphasis is placed on the "lakes and streams" aspects of the province, to contrast with the hustle and bustle of Metropolitan Montreal.

In total, the advertising registers the impression that the Eastern Seaboard U.S. visitor can add another dimension to his vacation by returning home via Ontario.

Although the overall objective remains the same in states to the west, advertising to these prospects takes a somewhat different tack. The message must be redirected in order to encourage these prospects to linger longer in Ontario on their way to or from Expo.

The headline theme, "TAKE A GREAT ONTARIO ADVENTURE VACATION . . . THE EXCITING ROUTE TO CANADA'S EXPO '67."

Prospects are reached through full-colour rotogravure pages in Sunday supplements in newspapers. Such newspapers are selected in the prime marketing areas, in particular Cleveland, Detroit, Chicago, Milwaukee and Minneapolis-St. Paul.

The basic theme will be enlarged upon through a creative approach based on a "how-to" technique, featuring points of interest along the route to Expo. In each case, the final photograph in every advertisement will feature Ontario's Pavilion at Expo —and the first photograph an invitation to start the trip at an Ontario Government Reception Centre.

The second new campaign evolved in 1966 has been called the "Personality Series."

This campaign has been designed to appeal to a more selective audience described as "tending towards more affluence, greater sophistication, and a somewhat older age group than Ontario's 'typical' prospect." In short, he is a candidate for an unusual adventure vacation in remote places—a new topic of conversation.

The theme for this campaign was easily discovered: the Canadian Shield which has played a dominant role in the formation of all aspects of Ontario life.

More difficult was the decision on how the Shield should be portrayed. Finally, it was decided that the Shield could best be typified in the faces of the people who have lived on and whose lives have been shaped by it.

In 1966 a test advertisement was run in the Chicago Tribune. It featured the late Canon Iserhoff of Moose Factory Island and told of the unique vacation delights to be found in this remote part of the province.

A pilot study of the results of this advertisement showed that it did, indeed, have a selected appeal and did interest an important segment of our prime prospects to consider vacationing in "unusual" places in Ontario.

In the summer of 1966 discussions were held with the world-famous Canadian photographer Yousuf Karsh regarding the objectives and requirements of this campaign. Mr. Karsh since then has completed two trips to Ontario's north photographing candidates for the campaign.

It is tentatively planned to prepare six advertisements in this series to be run in black and white, double-page spreads.

Publicity Branch

The main responsibilities of the Publicity Branch are carried out through the four sections of the Branch. To describe these functions and for the purposes of this report, the submission will be made under the following headings:—

1. PRESS RELATIONS SECTION
2. SPECIAL PROMOTION SECTION
3. FILM SECTION
4. PHOTOGRAPHIC SECTION

1. PRESS RELATIONS SECTION

This section is responsible for carrying out detailed work relationships between the Department and representatives of Press, Radio, and Television. This involves a continuing programme to encourage all media to support the tourist industry through travel and editorial pages and programmes.

The section continued to prepare and distribute general and specialized stories to an active mailing list, which now includes 2,500 publications, Radio and Television stations throughout North America. We are continuing with the procedure of marking appropriate stories, and photographs, "Exclusive in your City" with the result that, since this procedure was adopted a year ago, stories circulated in this manner have earned a reputation of being almost tailored to particular publications and, consequently, enjoy considerably greater usage.

An undisputed "first" for Ontario, engineered in the past year and now ready for distribution, is a travel story service exclusively for North America's trade magazines and weekly newspapers.

It is called "Synopsis", a catalogue of travel articles on a variety of subjects aimed at specific seasons. From a massive directory of "house organs", whose combined circulation exceeds that of all daily newspapers published in the United States, the Press Relations section has culled a mailing list of nearly 1,500 names to go with more than 800 North American weeklies expected to take advantage of the service.

This special service for trade magazines has never before been attempted by this, or any other provincial or state tourist department and thus opens up a virtually untapped market that has been long neglected.

The initial issue of "Synopsis", in its attractive two-colour cover, is a line-up of 11 well chosen articles summarized for easy selection and accompanied by appropriate photos. These will reach recipients well in advance of their Spring deadlines and long before they reach their second issue featuring Summer stories. In all, the plan is to produce three issues annually, for Spring, Summer and Fall-Winter; each section of the Province being represented, as appropriate, over the year.

On request, the Section prepares special stories for travel pages, general progress editions of various publications, and locally orientated releases in connection with department participation in Travel, Sports and Ski Shows.

2. SPECIAL PROMOTION SECTION

The functions of this section of the branch include encouragement of promotion in areas involving "first person" participation in visits to Ontario. The work entails arranging and conducting familiarization and story-gathering tours of Ontario for representatives of all publishing and broadcast media, Automobile Clubs, Travel Agents, etc. Included in these categories were people from all parts of the world, but mainly those on assignment from major U.S. media.

This section, also assisted with arrangements for a number of large convention groups, particularly those involving some government participation.

In addition, branch staff participated in Ski Shows in Chicago, Detroit, Minneapolis and Cleveland.

Branch members represented the department at a number of major conventions and meetings outside of Ontario during the year.

The branch has also developed a system of disseminating Ontario ski information to appropriate outlets in Chicago, Cleveland, Indianapolis and Cincinnati, through the offices of the Canadian Government Travel Bureau.

3. FILM SECTION

This section administers the Department's programme of film production, and supervises the distribution of films to all outlets, television and direct showing, in Canada, the United States, and abroad.

To carry out this function, the Department maintains a Head Office Library and works with the National Film Board of Canada for distribution in the United States, and abroad, and a commercial organization for additional United States distribution.

Film Library Special Promotions

During the year a number of direct mail promotions were undertaken to Children's Camps in Ontario, Television stations across Canada, and Ski Clubs across Canada, plus arranging for notices to be placed in various specialized publications re the availability of Department films, i.e., Boy Scouts, Girl Guides, Youth Hostel organization, etc.

The following is an analysis of results of the first three mailings:

ONTARIO CHILDREN'S CAMPS —

205 Camps received this mailing. 15 Camps used the films throughout the Summer for a total of 95 screenings.
In addition, the Niagara Parks Commission screened NIAGARA: FRONTIER OF HISTORY, at Queen Victoria Park throughout the Summer 35 times to a total audience of approximately 8,000 people.

CANADIAN TELEVISION STATIONS —

During the months June - August Department films received 132 screenings on Television stations across Canada.

The following stations used the films:

Ontario
CJIC-TV, Sault Ste. Marie
CKVR-TV, Barrie
CRCL-TV, Timmins
CBOT-TV, Ottawa
CKNX-TV, Wingham
CHCH-TV, Hamilton

British Columbia
CKPG-TV, Prince George
CFCR-TV, Kamloops

Nova Scotia
CJCB-TV, Sydney

Alberta
CHCT-TV, Calgary
CKRD-TV, Red Deer

Saskatchewan
CKCK-TV, Regina

A separate television section has now been established.

CANADIAN SKI CLUBS —

As a result of a special mailing to Canadian Ski Clubs in November, the Department film SKIER'S CHOICE, and a new film WINTER IN ONTARIO, were screened 120 times during the months of November and December to an audience of 13,000 people (this figure includes screenings at Ski Shows).

Prints are presently on deposit for a month with the Huntsville, Arnprior, Sault Ste. Marie, and the Lakehead district offices. Also a print is on deposit with the Canadian Government Travel Bureau office in Detroit; a promotional mailing has gone to Ski Clubs in this area. WINTER IN ONTARIO was screened on Detroit Television.

Follow-up mailings were made to the Ski Clubs in '67, as well as to the Television stations and Children's Camps. In addition, mailings will be done to resorts, Lands & Forests district offices, and various other organizations.

General

In addition to NIAGARA: FRONTIER OF HISTORY, released in February of this year, three new titles were added to the Department Library, WHITE THROAT, WINTER IN ONTARIO, and PIONEER VILLAGE.

A special brochure listing the Department's three historical films, UPPER CANADA VILLAGE, NIAGARA: FRONTIER OF HISTORY, and PIONEER VILLAGE, has been prepared and is being distributed to Historical Societies, Film Libraries, and Councils, Audio Visual units, and Schools.

NIAGARA: FRONTIER OF HISTORY was awarded the Chris Award for excellence of production in the Columbus Film Festival, and was nominated for an award in the Canadian Travel Film awards.

A print of LET'S TALK HUNTING is on permanent loan to Ontario House in Dusseldorf, and a German version is presently being undertaken by the National Film Board.

UPPER CANADA VILLAGE is on a 3-month loan in New Zealand.

New Productions

The Department, this year, replaced its 1958 production WATERWAY HOLIDAY with the new film ADVENTURE, TRENT-SEVERN STYLE, which is now available for distribution.

In co-operation with the Canadian National Exhibition, the Department sponsored the production of a film, SPORTS A'POPPIN, for worldwide theatrical distribution. This film is now in circulation and will serve to draw attention to the Ex, complimenting the extensive promotion being given to Expo'67.

Print Purchases

Department Library	59
National Film Board	84
Modern Talking Pictures	45

4. PHOTOGRAPHIC SECTION

The functions of this section of the Branch is to provide photography for immediate Department use, to maintain and operate a comprehensive file of black and white prints, and colour transparencies and, where possible, to provide photographic services to other Government Departments.

During the year Branch photographers were on assignment in the following areas:

N.W. Ontario
N.E. Ontario
S.W. Ontario
Haliburton

Muskoka
Ottawa Valley
Algonquin Park
Lakehead Ski area
1000 Islands
Bruce Peninsula
Land-O-Lakes area
Georgian Bay
Madawaska Valley
Kawarthas
Beaver Valley
Sundridge and Collingwood Ski areas

Special events covered included:

Ottawa Tulip Festival
Cobourg Highland Games
Elmira Pancake Festival
Ontario Music Conference
Maple Leaf Boat Races, Picton
Lake of the Woods Regatta
Niagara Blossom Festival
Regattas at Barrie and Orillia
Rock Hound Gem Boree — Bancroft
Oxtongue Lake Winter Carnival
Lakefield Sleigh Ride
Stratford Winter Carnival
Kirkland Lake Carnival
Cochrane Carnival
Barrie Carnival
Kingston Winter Carnival
Junior National Sailing Championships — Muskoka

In addition, the section covered photographic assignments for the following Departments:

Prime Minister's Office
Legislature
Speaker's Office
Energy & Resources
Agriculture
Education
Reform Institutions
Mines
Civil Service Commission
Public Works
Labour
Ontario Northland Railroad
Highways

A total of 3,362 black and white negatives, and 13,703 colour transparencies were filed.

This section also assisted with film productions for the World Adventure series, a syndicated travel programme originating from Detroit:

A documentary on Ontario railroad commuter service.

A C.B.C. production ROAD TO EXPO, and another on Sainte-Marie among the Hurons.

Sears-Roebuck's (Chicago) production of a freshwater fishing film in N.W. Ontario.

Special material was also provided for Television Shows in Barrie, Hamilton, and Toronto.

Statistics on the distribution of a total of 7,535 colour transparencies, and 30,488 black and white photographs during 1966, are shown on Page 42.

This section obtained special 16 mm film footage and produced specialized film clips, as required.

Society of American Travel Writers Convention

By far the most significant project in tourist promotion ever undertaken in Ontario was this Department's participation, with Quebec and the Canadian Government Travel Bureau in hosting the 1966 Convention of the Society of American Travel Writers.

Never before had this much sought-after fraternity, representative of the leading daily newspapers, magazines, and travel trade publications of North America, met in Canada for an annual conference. And because these journalists influence the travel plans of millions, their presence here, the year before Canada's centenary, could not have been better timed.

The conference opened in Toronto on September 21st with an attendance of 313, far more than anticipated, and the largest turnout in the 12-year history of the 550-member group, which holds its annual get-togethers in various parts of the world. From their headquarters in the Royal York Hotel, the delegates explored the city and its myriad attractions, and spent a day in Muskoka, with visits to leading resorts, a cruise of the Muskoka Lakes, and tours along fall foliage routes. Their Muskoka outing was highlighted by a barbecue and entertainment at Gull Lake Park, sponsored jointly by the Muskoka Tourist Association and the town of Gravenhurst.

On other organized tours, the delegates visited Niagara Falls and Stratford—certainly two prime targets for their story-gathering.

The Ontario portion of the vigorous eight-day itinerary also included a tour of Upper Canada Village, and an overnight stay in Ottawa before pushing eastward to the Quebec Laurentians, Montreal and its Expo grounds, and Quebec City, where the conference ended.

While the Convention itself afforded considerable exposure of many of Ontario's chief attractions, certainly in the two capital cities, the Press Relations section maintained a press room throughout the Toronto portion, with a full complement of prepared articles and photographs on a variety of subjects. Delegates needed only to select the stories and photos they desired, and these were dispatched immediately to their home offices.

Wooing the Society of American Travel Writers to Canada was somewhat of a feat in itself, requiring nearly three years of behind-the-scene spadework and in-fighting in the face of fierce competition from such exotic regions as Hawaii, Costa Rica, Turkey, and Florida. The battle for this rich promotional plum was fought right to the wire, with Canada emerging victorious over Turkey by a mere two votes. Turkey reinstated its invitation and was awarded the conference site for 1967.

In conjunction with the Convention itself, a large contingent of active members were invited on pre and post tours to other parts of Canada, in addition to Ontario and Quebec. These included British Columbia, Alberta, Yukon, the North West Territories, New Brunswick, Nova Scotia and Prince Edward Island, with the Canadian Government Travel Bureau footing the bill for air transportation. The Canadian Government Travel Bureau also shared with Ontario, and Quebec in the cost of airlifting active members and their spouses from New York, Cleveland, and Chicago, and return — three of Ontario's most fertile tourist markets.

All advance promotion to obtain this Convention, and arrangements involving organization, logistics, accounting, printing, etc., were handled by this Branch, on behalf of all principals involved.

Among the pre-tour offerings, Ontario lured a party of 5 top writers to Fort Frances, and a party of 3 to the Kenora district. On Ontario's post-Convention tours, 3 writers made Lake Couchiching their target. But because of the adventure it offered, Moosonee aboard the Polar Bear Express, drew the largest group of all, a party of 20.

While the Publicity Branch has received numerous clippings and tearsheets of articles on Ontario, resulting directly from the Convention and its pre and post tours, the true impact will not be felt until early Spring and Summer, when the publicity will do Ontario the most good. And even though Expo '67 will be the major theme of most travel articles yet to be written, Ontario cannot help but come in for its share of mention.

This is, of course, in keeping with the Department programme to promote Ontario as a route to Expo '67.

Much of the success of the undertaking can be attributed to the co-operation and generosity of those not directly involved in its planning but, nonetheless, cognizant of the tourist promotion potential it generated. It must be noted that this generosity enabled the three main sponsors to conduct this Convention at considerably less cost than was originally anticipated.

In addition, more than a score of leading manufacturers, banking institutions, and business houses, furnished appropriate mementoes to commemorate what many of the delegates described as "the best and biggest Conference of all time".

Members of the Publicity Branch staff also represent the Department on a number of Associations and Committees including:

Allied Associate Committee of Society of American Travel Writers,

Board of Directors Canadian Public Relations Society,

Board of Directors of Outdoor Writers of Canada,

Board of Directors of Association of Great Lakes Outdoor Writers,

Canadian Government Travel Bureau Committee on Travel Trade Mission,

Special Functions Committee of Toronto Men's Press Club,

Canadian Travel Film Committee,

Convention Committee of Broadcasters Promotional Association,

Convention Committee of Association of State & Local History,

Administrative Staff of Canadian Ski Instructors Alliance schools.

Information Branch

A new facility was added to the Department's services on February 16, with the official opening of the Travel Information Centre. This is a street level location of modern decor at the department main office, 185 Bloor St. E., providing a personal travel counselling service to assist vacationers with their plans to visit all parts of Ontario. Staffed by specially trained counsellors, the centre extends the ultimate in service to the vacationing public.

Literature, produced by all provincial travel bureaus is also provided at the Counselling Centre to assist those who plan to vacation in other parts of Canada.

For the period ending December 31st, 4,007 parties visited the centre for travel information and assistance.

As part of Ontario's continuing program of personal counselling service, "Red Coat" Travel Counsellors and Tourist Industry Development Officers (the latter drawn from related regions of the Province) represented the Department at the following sport shows: Kansas City, Harrisburg, Cincinnati, Philadelphia, Chicago, Milwaukee, Cleveland and Minneapolis. All these locations are within Ontario's prime market area in the United States.

In conjunction with the Sport and Travel Show program in the United States, a new system was implemented to expedite the referral of enquiries, through the Enquiry List Service, to Regional Tourist Councils, Chambers of Commerce, recognized tourist organizations and individual tourist establishment operators. Special requests for additional information, received at the shows, were forwarded to head office daily and transmitted to the above mentioned principals to facilitate an intense selling job by regional and local authority. In many cases, specific information was delivered to the enquirer before the conclusion of the show. This program will be continued and intensified in 1967.

Uniformed Travel Counsellors represented Ontario in Canadian Government Travel Bureau offices for six-week periods in New York, Chicago, Detroit, Boston and Minneapolis, and three weeks in Cleveland and Cincinnati. Requests for representation at other U.S. offices were unfulfilled due to lack of staff.

Our Travel Counsellors met the public at special Expo promotions for six weeks at Macy's Department store in New York, for two weeks at the J. H. Horne & Com-

pany Department store in Pittsburgh, and at Mabley-Carew Department store in Cincinnati.

A mail experiment in new selling techniques was conducted in the spring of 1966. A personal letter, accompanied by the new deluxe Ontario book was sent to three groups representing thirty-five thousand families who live in our prime market states, namely Middle Atlantic, East North Central and Minnesota. Two of the groups had expressed interest in an Ontario vacation.

One group was first-time pleasure visitors who had signed in at our Reception Centres, a second group had either written for information about Ontario or had returned the postal reply card from the 1965 Ontario book, the third group had previously received literature from the Canadian Government Travel Bureau.

The program was designed to permit Travel Research Branch to do an intensive follow up study to determine what action the respondents took as a result of our mailing, what their reactions were to an Ontario vacation and what kind of people they are.

Close co-operation was maintained with the Canadian Government Travel Bureau in responding to referred requests for Ontario information. One hundred and eight thousand kits of Ontario literature were dispatched to enquirers. Fourteen thousand and ninety-seven kits of Ontario literature were sent in response to requests for information about Ontario made through the Northern Great Lakes Area Council.

Close co-operation was maintained with Air Canada in the Beaver South campaign to promote an Ontario Vacation to a selective group of people in areas of Southern United States who would be receptive to the temperate nature of Ontario's summer climate and our first class services and facilities.

An increasing interest has been shown, particularly in West Germany, in the development of package plans for big game hunting in Ontario's northland.

A concentrated study of various regions of the Province was implemented through familiarization tours. These tours give Travel Counsellors a first person knowledge of Ontario's tourist attractions, historic sites, accommodation facilities and highways systems. The Travel Information Library is being expanded, and cataloguing of specific information about all aspects of Ontario tourist facilities and attractions is continuing.

Through the facility of semi-automated equipment, a personalized acknowledgement and specific information letter campaign was expanded during the year to improve selling techniques.

Specific interest enquiries increased to 12,255 over the previous year's 7902, and were transmitted to 96 regional councils and Chambers of Commerce, as well as to 270 individual tourist establishment operators subscribing to the Enquiry List Service.

The Department was represented at Ski Shows in Cleveland, Chicago, Detroit and Minneapolis and co-operated closely with the Ontario Ski Operators Association and Lakehead Ski Operators Association in the promotion of an Ontario Winter Vacation.

Travel Research Branch

During the last year, the Travel Research Branch of the Department of Tourism and Information has concentrated on the following studies:

1. *Community Studies* to show the impact of outside tourists on the area, what tourists like and what they dislike about an area, and their origin. This type of study has been done on the Sudbury area in 1966. This is a study in some depth. In addition, less detailed studies were done in other areas.

2. A second type of study was focussed on *Travel Habits* of tourists, primarily the STUDY OF TRAVEL HABITS AND EXPENDITURE OF METROPOLITAN TORONTO HOUSEHOLDS, completed in 1966.

   The main facts and recommendations generated by the Metropolitan Toronto Study are as follows:

   (a) The average number of trips per household in Metropolitan Toronto in 1965 was 12.3 trips.
   Average cost per trip was around $40.
   Total amount spent on trips was approximately $270 million—but only 45.4 per cent of that amount was spent in Ontario, the rest outside the province.

   (b) The weakest point of Ontario tourist year is the winter season, therefore more winter attractions and activity should be created, and promoted.

   (c) Only 13 per cent of all trips taken were conducted while on vacation, but on these vacation trips, approximately 45 per cent of the total expenditure on all trips was made. Therefore, Ontario advertising and promotion should be concentrated on attracting vacationers and developing facilities catering to vacation parties.

   (d) Fifty-five per cent of all tourist dollars were spent by Metropolitan Toronto households outside of Ontario. With the arrival of "Jumbo Jets" and other gigantic aeroplanes, and the lowering of fares for these transportation facilities, the proportion of tourist dollars spent outside of Ontario could very well increase unless an aggressive policy is immediately introduced to improve

existing facilities in Ontario, such as cottage developments, waterways, recreation centres and other vacation attractions.

3. Another group of studies is being carried out in order to discover who are Ontario's prospects in the United States and other countries and what is the best way to communicate with these potential tourists. In this field a U.S. VISITORS STUDY was completed in 1966.

   For this, the consultants selected one thousand households in the United States who had visited Ontario, and one thousand households who had not visited Ontario. From this study, it was determined which of the States adjacent to, or close to, the Great Lakes are our primary trading areas.

   Information on differences between visitors and non-visitors to Ontario was obtained, as well as on the socio-economic status of visitors, what they liked most or least about Ontario, and whether or not they planned to come again.

4. *Travel Motivation Study:* Travel motivation, as is motivation in general, is one of the greatest puzzles in all of existing information. An attempt is being made by the Research Branch, in conjunction with a team of industrial psychologists from the Ontario Civil Service Commission, to throw some light on this problem.

   Three main surveys were organized for this purpose, one conducted in Ontario Government Reception Centres whereby one in ten of the visitors are being requested to fill in additional information on the back of our regular guest registration cards giving their reason for coming to Ontario.

   Another sample was carried out by mailing a questionnaire form to three thousand United States' households which had visited Ontario, requesting information on the main reasons for their visit in Ontario, how they became interested in visiting this particular province, and socio-economic data. More than 20 per cent replies were received from this questionnaire. A short report was prepared based on the data obtained from the questionnaires.

   In the third sample, an attempt was made to gather data on motivation by conducting one hundred personal interviews in several Metropolitan Toronto firms, among them International Business Machines, Dominion Rubber Company Limited, Southam Business Publications Limited, and Imperial Oil Limited. Employees in the 25 to 44 age group, whose incomes were $5,000 to $15,000 per annum, who were married and resided in Don Mills, a suburb of Toronto, were interviewed by industrial psychologists.

5. *Feasibility Studies* for a few projects were completed, among which are Ontario Marine Highways (prepared by consultants); an Economic Evaluation of a Canal on the Ottawa River; an Economic Evaluation of Tourist Boating on the Trent Canal and a Study on Skiers in Ontario.

6. An *Occupancy of Tourist Establishments* report covering the period November 1964 to October 1965 has been completed and shows the occupancy for motels in the 32 vacation areas of the province during the twelve-month period examined.

   In June of 1966, a survey of occupancy of all tourist establishments in Ontario—hotels, motels, for-hire cottages, lodges, campsites, cabins, etc.—was introduced.

   Ten per cent of all establishments were selected at random and return postcards are being mailed to them twice monthly, one requesting occupancy data for week days, and the other for weekends.

7. *Collection of General Statistics:* Visitors to seventeen Ontario Government Reception Centres were asked to fill out a blue card. Every tenth visitor was requested to fill out a red card, which requests more detailed information. From last year's cards, very useful data on the origin and destination of our visitors was obtained, including what roads and what type of accommodation they used. They also were queried on what general interest they had in Ontario (72 per cent of American visitors gave sightseeing as their primary interest) and what special interest they had for their trip. Many visitors mentioned visiting various attractions and 12 per cent mentioned visiting historic sites. An attempt has been made to calculate the number of visitors to each of Ontario's vacation areas, and the amount of money spent by visitors to each area.

Tourist Industry Development Branch

The development of the tourist industry in Ontario is limited only by the amount of adequate facilities and accommodation.

In this highly competitive field of vying for the tourist dollar, it is essential that Ontario create an aura of welcome and hospitality and that the industry keep abreast of the trends in tastes of the travelling public.

The Tourist Industry Development Branch implements a variety of programs designed to expand the travel industry and improve services and accommodation. It licences and inspects accommodation to protect the tourist from exploitation and poor service. It deals with other government departments in the planning for resource development. It guides and advises trade organizations in promotional and development programs.

During the past year, the Tourist Industry Development Branch program provided service to the industry as follows:

1. Counselling service to tourist operators and other business men involving an estimated 2,980 interviews on the techniques of management, promotion, operation of facilities catering to the travelling public.
2. The operation of 17 Tourist Information Reception Centres at border crossing points, staffed by 'red coat' girls.
3. The planning and structural design for the replacement of out-dated reception centres, and for new centres at: Hill Island, Point Fortune, Manitoba border, and at Hawkesbury.
4. Public speaking to community groups and radio and T.V. appearances to stimulate interest in the economic importance of tourism to the community.
5. Compiling, analysing and disseminating statistical data and field surveys of various aspects of the tourist industry, such as motel occupancy studies.
6. Production of a series of semi-technical booklets for the tourist industry, two of which were newly published in 1966: "How to Conduct Special Events" and "Tourism and Your Community".
7. Compilation of data for promotional literature and detailed facility listings such as "Where to Stay", "Campsites", "Marina" and "Ski Facilities".
8. Assisting in the development of major travel-generating attractions and events,

by assisting in financial arrangements, advising on feasibility, and helping with the promotion—such as "Canadia". The Trading Post at Sault Ste. Marie, a ski lift at Wawa, a sleigh ride at Lakefield, and many others in all parts of the province.

9. The administration of grants of up to $5,000 to each of 32 Regional Tourist Councils, and co-ordinating the efforts of these Councils on tourist promotion.

10. Planning and arranging with Chambers of Commerce, Tourist Councils and municipalities for the accommodation and guidance of the expected large influx of travellers to Expo.

11. Completing arrangements for production and distribution of the Centennial Medallion.

12. Conducting the hospitality seminar program in co-operation with the Canadian Tourist Association, Regional Tourist Councils and Chambers of Commerce.

13. Initiating a youth tourism program in seven high schools in key tourist areas across the province where 3,320 students were contacted. This program will be greatly expanded in future years.

14. Administration of the Tourism and Information Act and regulations, issuing licences and permits to establish, inspecting premises, investigating complaints and enforcing the Hotel Fire Safety Act.

15. Sponsoring a souvenir promotion program to assist in the development and improvement of Ontario-made souvenirs, and increasing the awareness of the travelling public and the retail trade to the native made material which is available.

16. Special assignments such as serving on committee and advisory boards such as the advisory committee to the cabinet on regional development, Highway Signing Policy Committee, Federal-Provincial Rideau Canal study group, National Building Code Committee, Wasaga Beach Study Group, Conservation Council of Ontario, Committee on Centennial Grants and many others.

Huronia Historical Development Council

Since its establishment in 1964 the Huronia Historical Development Council has initiated projects which involve three significant periods of Ontario's history.

The first of these, the reconstruction of Sainte-Marie among the Hurons (1639-1649) on Highway 12 just east of Midland and an adjacent interpretation centre and park, tells the story of the first European community in what was to become the province of Ontario.

The second is leading to the partial restoration and reconstruction of the British Naval and Military Establishments (1814-1856) at Penetanguishene. The third is the establishment of a Museum of the Upper Lakes in the former Department of Lands and Forests park on Nancy Island in the Nottawasaga River at Wasaga Beach.

Major effort so far has been concentrated on the site of Sainte-Marie, established by the Jesuits in 1639 and burned 10 years later to prevent it falling to the invading Iroquois. The entire Mission to the Hurons was abandoned the following spring when the Jesuits and many of their Indian converts and allies fled from Sainte-Marie II on Christian Island to the safety of Quebec.

Reconstruction of the Jesuit mission centre has been under the direction of a five-man committee of the Huronia Council representing the Ontario government, the Society of Jesus which has made the site available to the Crown, and the University of Western Ontario which is in charge of the rebuilding. Dr. W. W. Jury, honorary curator of the University of Western Ontario's Museum of Indian Archaeology and Pioneer Life, has directed the reconstruction, assisted by John Sloan, who joined the permanent staff of the Council from the Historical Branch of the Department of Public Records and Archives.

In the last decade of the first half of the seventeenth century, about one-fifth of all the French in New France lived in Huronia, and Sainte-Marie among the Hurons was their "headquarters". It was rebuilt with seventeenth century French skills—broad axing, hand chopping, adzing and masonry—by craftsmen mostly of French Canadian descent. The original, fire-marked stone from the 318-year-old ruins forms part of the rebuilt-masonry.

All but one of the European structures are constructed in the "en colombage" style with two rows of horizontal planking met at ten to twelve foot intervals with 11″ x 11″ timbers and packed for insulation with stone

and clay. The sole exception was constructed of upright poles. Elm bark constitutes most of the roofing.

During the first two-and-a-half years of reconstruction, most of the major structures have been rebuilt. In this region of New France, which was later to become Ontario, many of these were "firsts".

Included are:

- The first hospital and pharmacy;
- The Indian mission chapel, the first permanent church and the first religious shrine in North America north of Mexico;
- The granary, barn, stable and farmer's house, which marked the start of organized agriculture (fowl, swine, and cattle were transported 800 miles by canoe and portage from Quebec);
- The Jesuit chapel, residence and dining hall; a cookhouse, carpentry shop, blacksmith shop, a second staff dwelling; two buildings of yet undetermined use; the barracks for soldiers stationed from time to time at Sainte-Marie; three stone bastions; two look-out bastions (one five-sided); and the network of palisades protecting against attack, and dividing the pagan and Christian Indian and European compounds.

In the Indian area, longhouses, firing platforms, racks for storing and drying meat and fish, and many other structures have been erected.

An artificial waterway, the first discovered north of Mexico, with three locks, landing and loading basins and an aqueduct have been rebuilt, as well as three wells and a drinking water aqueduct from nearby spring water sources.

Furnishings for the various buildings are now being assembled and while the target date for the completion of the first phase of the Sainte-Marie project was originally set for 1968 (it is not a centennial project), it is now anticipated that the full site will be open to the public in the latter part of 1967.

Research has been undertaken in North America and Europe by the University of Western Ontario's historical advisory committee, chaired by Dr. G. Edward Hall. Dr. and Mrs. Jury have acquired in France a number of artifacts to be used in the construction and furnishing of Sainte-Marie.

Under the chairmanship of internationally known historical artist, Vernon T. Mould, the interpretation centre planning committee has continued its work, and displays are now being constructed under the supervision of senior designers formerly with the Royal Ontario Museum.

Included in the Museum Planning Committee are representatives of the University of Western Ontario, the Society of Jesus, and the Ontario Department of Education's curriculum division.

An orientation film dealing with Sainte-Marie in the world of the seventeenth century has been commissioned; piling for the interpretation centre sub-foundations has been installed; pressure water services have been brought to the site; and tenders have been called for the structure, plumbing and drainage facilities.

Park facilities in the 17th-century French tradition were completed in the park adjacent to Sainte-Marie along the Wye River north of the historic site and work is to start in the spring of 1967, on an area west of the Wye in which will be demonstrated Indian and European agriculture of the period.

A paved access road from Highway 12 to the new parking lot to the south-east was completed in 1966 with contracts let and supervised by the Department of Highways. The latter Department also erected special directional signs and trail blazers on Highways 400 and 11.

In the spring and early summer of 1966, the federal Department of Public Works completed the dredging of the Wye River from its mouth to the bridge at Highway 12. The channel, six feet deep and sixty feet wide, is navigable for pleasure craft going to Sainte-Marie I. Construction of finger docks is scheduled for the spring of 1967.

Continent-wide press, radio and TV coverage of developments at Sainte-Marie resulted from activities undertaken last year and plans for 1967 include an expansion of school visits and educational TV films.

Since work began in 1964, Sainte-Marie among the Hurons has been visited by more than 350,000 persons. Last year they came from 73 different countries on six different continents. During late May and June, 1966, a total of 17,437 pupils from 309 Ontario and New York State schools were conducted on educational tours of the site by guides from the University of Western Ontario.

During the latter part of the year arrangements were made for joint issuance with the Abitibi Paper Co. of a book and record of the "Brebeuf Carol". The project received nation-wide press and television exposure and the records and books will be available for sale at the site. Plans have also been completed for the republication, in association with the Department of Education, of Elizabeth Tooker's Ethnography of the Hurons which was originally issued by the Smithsonian Institution, Washington, D.C.

Lt. Cmdr. William M. La Nauze, C.D., R.C.N. (Ret.) was appointed in 1966 to conduct the research and arrange for marine artifacts and displays at the Museum of the Upper Lakes at Nancy Island, Wasaga Beach.

Through the cooperation of the Dominion Marine Association, a number of Canadian Great Lakes shipping companies and other friends of the project, a collection of marine artifacts, photographs, paintings, models, etc. is being assembled.

The historical research for the schooner Nancy is largely complete. This will provide the basis for a detailed narrative of the Nancy to be portrayed in an electronic theatre with supporting artifacts. A ten foot model of the Nancy is nearing completion and a full scale model of the Nancy figurehead was commissioned.

Construction of the main museum building and the electronic theatre are to start early in 1967. Bridge access to the site of the 1814 sinking of the schooner H.M.S. Nancy by U.S. gunboats has been improved through the cooperation of the Departments of Highways and Lands and Forests, and a mainland parking area acquired on the shores of the Nottawasaga River.

A temporary research office for the British Naval and Military Establishments (1814-1856) was opened in January, 1966, in the Federal Building, Penetanguishene, with Capt. R. F. Smith on staff.

Negotiations have been completed with the Department of Health for expansion of the site area and the Department of Lands and Forests is cooperating in the landscaping.

Research filing systems have been set up into which all past and current data are being introduced.

The accent has been on the construction and the furnishings for the buildings known to have been on the site. However, there has been collected considerable information about the ships, military units and personalities at Penetanguishene; all British regiments known to have had detachments serving there have been contacted and information requested relating to the history of contemporary service and details of dress; and some facts regarding contemporary naval dress have been assembled.

Research trips have been made to the Toronto Public Libraries and the archives in Toronto and Ottawa; research also has been conducted for the project in England at the Public Records Office, the National Maritime Museum, the Royal Artillery Institute and the Royal Engineers Association.

In May, 1966, the University of Western Ontario acquired for the site an iron carronade, dating about 1811. It is devoid of markings but is believed to be an 18-pounder. Drawings for an authentic carriage will be made when the gun has been accurately identified.

On November 19, 1966, the Canadian Archaeological Divers Society raised an old iron anchor from Penetanguishene Harbour and presented it to the Huronia Historical Development Council. It weighs approximately 400 pounds, measures about five feet, eight inches in height and is believed to be from a lake schooner of the 1860 or 1870 period.

In September, 1965, the Penetanguishene sub-committee of the Council was appointed. Representing the University of Western Ontario are Dr. G. Edward Hall, Dr. R. N. Shervill and Dr. Wilfrid W. Jury; and the government, A. S. Bray, deputy minister of Tourism and Information, and William H. Cranston.

Dr. Jury, who will direct the partial restoration and reconstruction of the Establishments, is currently making models and sketches of some of the buildings, including the naval warehouse, a three-story, clapboarded building, 100 feet by 500 feet.

From May 20 to September 5, 1966, a total of 10,219 visitors were conducted on tours of the Officers' Quarters Museum. Of these 3,491 (34% were in school or youth groups on tour; 4,208 (41%) were adults; and 2,520 (25%) were children.

The comparable figures for the previous year were: total, 8,196; children on tours, 3,174 (39%); adults, 3,700 (45%); and children, 1,322 (16%).

William H. Cranston continues as chairman of the Sainte-Marie, Penetanguishene, and Museum of the Upper Lakes projects, and E. H. Johnston, administrative branch director of the Department of Tourism and Information, acts as secretary of each.

VISITORS TO RECEPTION CENTRES 1958 TO 1966

Centre	*1958*	*1959*	*1960*	*1961*	*1962*	*1963*	*1964*	*1965*	*1966*
Kenora	17,374	25,542	22,396	29,601	34,643	31,824	30,291	34,881	39,551
Fort Frances	16,466	20,406	18,986	16,694	17,320	18,307	13,064	27,356	23,632
Rainy River	—	—	—	—	—	1,112	2,939	4,090	5,028
Pigeon River	—	—	—	—	—	—	—	30,079	30,021
Middle Falls	22,813	32,794	32,599	41,807	33,275	33,765	31,182	—	—
Sault Ste. Marie	21,703	22,013	16,747	25,385	25,598	38,272	29,917	39,906	78,367
Point Edward*	114,924	127,779	130,322	161,094	171,600	180,172	181,077	161,273	154,010
Windsor (Tunnel)*	39,778	42,677	36,948	34,203	40,614	71,513	87,271	84,337	125,363
Windsor (Bridge)	32,465	41,969	47,121	47,506	52,407	49,558	54,367	48,365	52,430
Fort Erie	26,976	29,495	26,525	21,559	32,963	32,963	33,630	32,479	42,791
Niagara Falls*	96,284	103,308	92,995	100,805	108,695	120,452	121,831	108,015	120,232
Homer (St. Catharines)	49,359	62,919	64,747	64,037	60,574	74,202	64,764	52,516	52,230
Lakeland (Barrie)	—	—	—	31,985	52,058	65,077	67,532	70,122	60,823
1,000 Islands Bridge*	37,305	52,248	64,040	78,914	90,350	110,958	103,626	80,498	91,829
Johnstown (Prescott)	10,189	16,474	14,898	5,189	3,406	8,889	12,899	11,562	17,769
Cornwall*	27,881	48,306	42,248	48,760	47,629	44,533	62,190	77,342	71,519
Hawkesbury	26,162	10,502	9,106	5,454	3,949	5,856	5,594	7,956	8,757
Lancaster*	—	25,918	60,598	72,058	85,445	80,669	83,709	27,762	60,823
TOTAL	539,680	662,350	680,276	785,051	860,526	968,120	985,883	898,539	1,035,175

*—Operated all year

—All other Centres seasonally operated.

REPORT OF RECEPTION CENTRES 1966

Reception Centre Summary for 1966	*Kenora*	*Fort Frances*	*Pigeon River*	*S.S. Marie*	*Point Edward*	*Wind. Tunnel*	*Wind. Bridge*	*Fort Erie*	*Niagara Falls*	*Homer*	*Lake-land*	*Rainy River*	*1000 Isl. Bridge*	*Jhnstn. (Prsct.)*	*Corn-wall*	*Hawkes-bury*	*Lan-caster*
Opening Date	*May 15*	*May 15*	*May 15*	*May 15*	*all*	*all*	*May 15*	*May 20*	*all*	*May 15*	*May 15*	*May 15*	*all*	*May 15*	*all*	*May 15*	*all*
Closing Date	*Sept 15*	*Sept 15*	*Sept 15*	*Sept 15*	*year*	*year*	*Sept 15*	*Sept 9*	*year*	*Sept 30*	*Oct 14*	*Sept 15*	*year*	*Sept 15*	*year*	*Sept 15*	*year*
Total of visitors to Centre - -	39,551	23,632	30,021	78,367	154,010	125,363	52,430	42,791	120,232	52,230	60,823	5,028	91,829	17,769	71,519	8,757	60,823
Number of parties - - -	13,183	7,877	10,007	22,391	44,003	35,818	14,980	12,226	34,352	14,923	17,378	1,676	26,237	5,077	21,256	2,502	20,110

Tourist Region	Cabin No.	Cabin Units	Cottage No.	Cottage Units	Motel No.	Motel Units	Motor Hotel No.	Motor Hotel Units	Resort No.	Resort Units	Tourist Home No.	Tourist Home Units	* Hotel No.	* Hotel Units	Campsites No.	Campsites Units	Regional Totals No.	Regional Totals Units	Tourist Estab. Cap.	Total Value by Region	All Year Operations No.	All Year Operations Units	Cap.
Essex-Kent	17	146	41	239	86	1,250	—	—	1	21	4	41	—	—	13	477	162	2,194	7,306	$10,056,000	82	1,186	3,820
Sarnia-Lambton	14	109	38	282	28	526	1	13	1	14	5	49	4	60	11	429	102	1,482	4,814	6,394,000	21	502	1,474
Central Erie	8	82	43	262	76	1,253	—	—	—	—	5	44	5	65	24	882	161	2,588	8,137	10,090,000	80	1,360	3,830
Mid-West	10	88	11	87	52	801	—	—	—	—	2	17	5	86	15	987	95	2,066	6,635	7,348,500	43	851	2,178
Niagara-Iroquoia	47	499	25	230	234	5,183	3	68	—	—	35	430	—	—	24	1,774	368	8,184	27,591	38,931,000	152	3,331	9,272
Metropolitan	17	151	9	187	94	1,641	7	239	1	6	3	28	5	266	25	806	161	3,282	9,998	33,184,450	107	2,201	4,998
Huronia-Simcoe	186	1,913	277	1,991	91	1,110	7	167	58	1,522	3	27	15	333	32	2,073	669	9,136	26,906	17,913,330	85	1,157	3,149
Kawartha Lakes	12	59	270	1,891	31	418	2	144	69	1,139	4	26	7	96	22	996	417	5,730	19,478	18,030,350	35	595	1,442
Great Pine Ridge	18	223	109	842	28	370	1	63	13	140	6	49	4	88	6	1,071	185	2,570	10,770	7,046,300	33	512	1,393
Bay of Quinte	8	74	98	510	29	415	2	88	27	333	—	—	—	—	11	927	175	2,347	8,020	5,900,500	30	490	1,318
Hastings & Land o' Lakes	2	48	138	818	18	154	—	—	44	586	—	—	2	26	8	601	212	2,233	10,246	5,915,500	24	208	667
Rideau Lakes-1000 Islands	37	339	211	1,117	70	1,311	3	124	55	801	5	59	3	49	18	1,745	402	5,545	20,023	17,002,500	62	1,216	3,685
Seaway Valley	14	140	6	40	43	671	1	15	2	11	3	29	2	21	4	271	75	1,198	3,756	4,912,500	42	638	1,809
Lower Ottawa Valley	14	162	20	132	45	958	1	68	1	105	11	139	1	66	13	405	106	2,035	5,064	8,990,950	60	1,224	3,297
Upper Ottawa Valley	5	15	84	482	35	403	—	—	12	162	2	17	—	—	15	542	153	1,621	5,637	4,807,575	28	328	789
Madawaska Valley	8	30	110	544	14	162	—	—	20	230	—	—	4	62	13	664	169	1,712	5,471	4,225,700	17	216	624
Highlands of Haliburton	13	81	121	833	5	38	—	—	42	1,102	—	—	3	37	9	243	193	2,549	7,598	6,672,500	16	260	644
Muskoka	45	306	257	1,717	39	445	—	—	100	3,148	5	41	7	121	19	1,645	472	7,423	21,404	19,289,449	45	804	2,269
Grey-Bruce	31	309	218	1,326	48	594	1	72	3	88	10	92	27	672	25	1,089	363	4,242	17,290	11,668,100	50	792	2,331
Parry Sound-Almaguin Highlands-Georgian Bay	12	64	285	1,858	26	322	1	20	116	1,210	—	—	2	42	23	751	465	4,267	13,522	11,230,300	22	227	631
Algonquin Park	—	—	—	—	—	—	—	—	5	110	—	—	—	—	2	20	7	130	269	491,000	—	—	—
Nipissing	8	106	137	1,057	38	457	3	120	27	236	—	—	1	20	6	242	220	2,238	7,218	7,006,000	45	604	1,756
Joli-Voyageur Land Region	12	81	68	414	33	412	—	—	62	308	1	7	3	42	6	411	185	1,675	5,156	4,814,300	42	451	1,064
Manitoulin	2	43	74	499	10	159	—	—	37	411	—	—	3	40	5	91	131	1,243	4,237	4,595,600	13	191	333
Algoma	18	166	122	673	74	1,061	—	—	70	566	—	—	6	86	h.b. 2 14	438	304	2,990	9,287	6,879,200	83	1,129	3,309
Golden Route-101	3	13	16	97	15	268	—	—	10	64	—	—	1	97	1	40	46	579	1,307	1,359,500	14	323	778
Timiskaming	5	34	49	302	14	200	—	—	11	68	—	—	1	10	7	260	87	874	2,177	2,309,500	14	198	493
James Bay Frontier	7	23	9	39	13	192	—	—	7	73	—	—	3	67	3	44	42	438	999	1,524,700	18	298	749
Upper Lake Superior	14	126	61	298	64	809	—	—	34	225	5	33	2	22	14	627	191	2,140	7,309	9,947,000	77	836	2,870
Rainy River	2	4	30	116	11	117	1	17	44	312	—	—	—	—	h.b. 4 13	89	94	670	2,796	3,144,250	21	187	627
Lake of the Woods	2	6	119	796	22	287	—	—	94	968	—	—	—	—	h.b. 2 6	166	245	2,231	8,050	1,044,500	25	285	968
Patricia	4	35	85	451	23	283	2	47	142	1,065	—	—	1	16	8	127	265	2,024	7,357	9,830,250	25	347	1,018
TOTALS	595	5,495	3,141	20,150	1,409	22,270	36	1,265	1,108	15,024	109	1,128	117	2,490	415	20,933	6,922	89,636	295,828	302,555,304	1,411	22,947	63,585

h.b. — houseboat

*Hotels licenced by the Department of Tourism and Information Act, and not licenced by the Liquor Licence Board of Ontario.

Grants to Regional Associations

Algoma Regional Tourist Council	$5,000.00	
Almaquin Highlands—Parry Sound—Georgian Bay Regional Tourist Council	5,000.00	
Bay of Quinte Regional Tourist Council	5,000.00	
Central Erie Tourist Region Council	5,000.00	
Essex Kent Regional Tourist Council	4,436.15	
Great Pine Ridge Tourist Council	5,000.00	
Haliburton Highlands Regional Tourist Council	5,000.00	
Hastings and Land O'Lakes Tourist Region No. 11	5,000.00	
Huronia Historic Sites and Tourist Association	5,000.00	
Kawartha Lakes Regional Tourist Council	5,000.00	
Lake of the Woods Regional Tourist Council	5,000.00	
Lower Ottawa Valley Tourist Council	955.00	
Madawaska Valley Regional Tourist Council	4,461.13	
Manitoulin-Espanola Regional Tourist Council	5,000.00	
Mid-Western Regional Tourist Council	5,000.00	
Muskoka Regional Tourist Council	5,000.00	
Niagara-Iroquoia Tourist Association	5,000.00	
Nipissing Regional Tourist Council	5,000.00	
Patricia Regional Tourist Council	5,000.00	
Rainy River Regional Tourist Council	5,000.00	
Regional Tourist Council of the Grey and Bruce	5,000.00	
Regional Tourist Council of the James Bay Frontier	3,973.56	
Rideau Lakes — 1,000 Islands Regional Tourist Council	5,000.00	
Sarnia Lambton Regional Tourist Council	5,000.00	
The Regional Tourist Council of the Seaway Valley	5,000.00	
Sudbury & District Regional Tourist Council	5,000.00	
Temiskaming Regional Tourist Organization	2,935.07	
Upper Lake Superior Tourist Council	5,000.00	
Upper Ottawa Valley Tourist Council	5,000.00	$136,760.9

Membership in and Grants to Travel Organizations

American Society of Travel Agents	75.00	
Association of Tourist Resorts of Ontario	200.00	
Canadian Tourist Association	1,500.00	
Joint Board of Tourist Associations	4,500.00	
Lake Erie International Vacationland Association	100.00	
Mississippi Parkway Commission	1,000.00	
Northern Ontario Outfitters Association	200.00	
Ontario Motel Association	200.00	7,775.0

Grants in Aid to Ontario Travel Council

Ontario Travel Council		10,512.0
		$155,047.9

iseums

iston, Town of	$ 459.34	
siginack, Municipality of	197.08	
wmanville, Municipality of	766.05	
ant, County of	850.00	
antford, City of	1,000.00	
uce, County of	1,000.00	
uce Mines, Municipality of	133.33	
rlington, Municipality of	900.00	
atham, Corporation of the City of	1,000.00	
balt, Town of	465.00	
llingwood, Town of	776.64	
rnwall, City of	1,000.00	
yden, Corporation of the Town of	1,000.00	
gin, County of	1,000.00	
liot Lake, Improvement District of	1,000.00	
nelon Falls, Municipality of	933.33	
lden Lake Reserve	765.00	
re Bay, Municipality of	333.34	
rand Valley Conservation Authority	1,000.00	
ravenhurst, Town of	700.00	
aldimand, County of	300.00	
aldimand, Township of	134.00	
alton, County of	1,000.00	
amilton, Board of Park Management	1,000.00	
astings, County of	845.64	
untsville, Town of	728.00	
uron, County of	1,000.00	
enora, Town of (2 years)	1,443.04	
enyon, Township of	446.00	
ambton, County of	1,000.00	
ennox and Addington, County of	778.34	
eaford, Town of	340.00	
etropolitan Toronto and Region Conservation Authority	1,000.00	
idland, Town of	1,000.00	
oira River Conservation Authority	95.10	
iagara, Town of	783.33	
iagara Falls, Municipality of	770.67	
iagara Peninsula Conservation Authority	600.00	
orth Grimsby, Township of	161.66	
orth Marysburgh, Municipality of	600.00	
akville, Corporation of the Town of	1,000.00	
rillia, Town of	1,000.00	
shawa, Corporation of the City of	876.17	
wen Sound, City of	1,000.00	
enetanguishene, Town of	980.00	
ckering, Township of	242.34	
enfrew, City of	773.33	
. Catharines, City of	562.29	
. Joseph, Township of	210.00	
. Mary's, Municipality of	780.00	
arborough, Township of	1,000.00	
elburne, Corporation of the Town of	756.75	
mcoe, County of	1,000.00	
mcoe, Town of	681.84	
x Nations Band Council	719.15	
oronto, City of	4,000.00	
pper Thames River Conservation Authority	1,000.00	
ellington, County of	866.66	
estport, Corporation of the Village of	424.00	
oodstock, City of	1,000.00	$48,177.42
ntario Historical Society		6,500.00
ntario Archaeological Society		1,000.00
		$55,677.42

CONSTRUCTION OF TOURIST ESTABLISHMENTS — NEW

County or District	Cabin		Cottage		Motel		Motor Hotel		Resort (Lodge)		Tourist Home		Hotel		Campsites		Other		Campsites with T.E.		Motor Hotel L.C.B.O.	
	Est.	Units	Est.	Units	Est.	Units	Est.	Units	Est.	Units	Est.	Units	Est.	Units	Est.	Units	Est.	Units	Est.	Units	Est.	Units
Arnprior	—	—	8	29	2	15	1	30	1	20	—	—	—	—	11	742	—	—	—	—	—	—
Huntsville	1	14	11	52	2	12	1	22	1	7	1	5	1	5	12	295	—	—	2	24	N/A	N/A
Kenora	4	13	7	28	3	18	0	0	2	11	2	10	0	0	1	20	—	—	2	55	—	—
London	0	0	8	31	5	39	0	0	0	0	0	0	0	0	5	199	—	—	—	—	1	32
North Bay	3	7	9	41	4	50	—	—	1	4	—	—	—	—	5	98	1	2	2	45	—	—
Metro	—	—	2	5	3	44	6	653	—	—	1	6	1	415	7	692	—	—	—	—	—	—
TOTALS	8	34	45	186	19	178	8	705	5	42	4	21	2	420	41	2046	1	2	6	104	1	32

Total Number of New Establishments		140
Total Number of Completely New Units:	Buildings	1,696
	Campsites	2,170
Total approximate value of this new construction:	Buildings	$10,805,100
	Campsites	$1,031,000

TOURIST ESTABLISHMENTS — ADDITIONS

County or District	Cabin Est.	Cabin Units	Cottage Est.	Cottage Units	Motel Est.	Motel Units	Motor Hotel Est.	Motor Hotel Units	Resort (Lodge) Est.	Resort (Lodge) Units	Tourist Home Est.	Tourist Home Units	Hotel Est.	Hotel Units	Campsites Est.	Campsites Units	Other Est.	Other Units	Campsites with T.E. Est.	Campsites with T.E. Units	Motor Hotel L.C.B.O. Est.	Motor Hotel L.C.B.O. Units
Arnprior	—	—	17	31	7	49	—	—	1	1	—	—	—	—	2	2	—	—	—	—	—	—
Huntsville	3	4	39	60	6	35	—	—	6	8	—	—	—	—	6	288	—	—	16	392	—	—
London	—	—	6	10	12	121	—	—	—	—	—	—	—	—	2	105	—	—	1	7	1	30
North Bay	3	3	31	49	5	33	—	—	10	22	—	—	—	—	—	—	—	—	5	40	—	—
Kenora	0	0	16	26	7	22	0	0	14	38	0	0	0	0	1	10	—	—	2	22	—	—
Metro	1	2	9	11	10	43	2	80	2	19	—	—	1	50	—	—	—	—	1	25	—	—
TOTALS	7	9	118	187	47	303	2	80	33	88	—	—	1	50	11	405	—	—	25	486	1	30

Total Number of Completely New Additions to Existing Establishments 245

Total Number of completely new units: Buildings 725

Campsites 889

Total approximate value of this new construction: Buildings $7,827,700

Campsites $167,300

TOURIST ESTABLISHMENTS — RECONSTRUCTION

County or District	*Cabin* Est.	Units	*Cottage* Est.	Units	*Motel* Est.	Units	*Motor Hotel* Est.	Units	*Resort (Lodge)* Est.	Units	*Tourist Home* Est.	Units	*Hotel* Est.	Units	*Campsites* Est.	Units	*Other* Est.	Units	*Campsite with T.E.* Est.	Units
Arnprior	—	—	10	34	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Huntsville	0	0	2	2	1	1	0	0	5	54	0	0	0	0	0	0	—	—	0	0
Kenora	0	0	9	16	0	0	0	0	2	5	0	0	0	0	0	0	—	—	—	—
London	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
North Bay	—	—	7	20	—	—	—	—	1	2	—	—	—	—	—	—	—	—	—	—
Metro	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
TOTALS	—	—	28	72	1	1	—	—	8	61	—	—	—	—	—	—	—	—	—	—

Total Number of Reconstructed Establishments 29

Total Number of Units: Buildings 112

Campsites —

Indicate a Total Approximate Value of this Construction: Buildings $163,300

UMMARY — SCHOOLS AND INDIVIDUAL VISITORS — LEGISLATIVE ASSEMBLY

NUARY 1, 1966 - DECEMBER 31, 1966

Month	Schools No. of Schools	Schools Total No. of Students	Miscellaneous Groups No. of Groups	Miscellaneous Groups Total No. of People	Individual Visitors Total Number
nuary	17	1,027	2	43	22
bruary	44	2,376	4	100	287
arch	21	3,687	4	77	221
ril	46	1,957	13	452	396
ay	100	5,140	6	341	334
ne	205	10,942	8	292	163
ly	6	214	16	416	1,531
ugust	5	273	7	402	985
ptember	2	54	—	—	311
ctober	5	130	2	45	404
ovember	15	633	1	23	177
ecember	11	336	4	172	161
	477	26,769	67	2,363	4,992

Students	26,769
Miscellaneous	2,363
Individual Visitors	4,992
	34,124
1965 TOTAL	42,093

Decrease over 1965 is due to the length of the Session and that less schools could be accommodated. Also, with he renovation of the Legislative Chamber from July to mid-November, many visitors were not interested in a our via coloured slides in a committee room.)

UEEN'S PARK TRAVEL AND BUILDING INFORMATION DESKS

iterature mailed (including letters written to schools)	1,720
elephone enquiries answered	4,250
ndividual Lodge folders, time tables and miscellaneous folders distributed (Guide to Good Eating, Metro Map, etc.)	58,530
stimated Building enquiries (based on an average of 150 enquiries per day x 261 working days per year)	39,150

ANALYSIS OF GROWTH IN NUMBER OF U.S. AUTOMOBILES ENTERING ONTARIO 1960 - 1965 — SUMMARY

	Passenger Cars Entering Ontario (Three Days or More)					
	1960		*1965*		*1965 as Percent of 1960*	*1965 Households as Percent of 1960*
	No.	*Pct.*	*No.*	*Pct.*		
TOTAL —-U.S.A.	811,725	100%	1,140,410	100%	141	111
Primary and Secondary Ontario Trading Areas	788,415	97.1	1,109,307	97.3	141	109
Primary Trading Area	740,934	91.3	1,040,193	91.2	140	108
Illinois	34,967	4.3	50,282	4.4	144	105
Indiana	15,579	1.9	23,595	2.1	152	104
Michigan	242,937	29.7	342,954	30.1	141	102
Ohio	99,321	12.1	125,584	11.0	126	107
Wisconsin	16,597	2.0	26,615	2.3	160	107
Minnesota	23,350	2.8	34,592	3.0	148	108
New Jersey	21,472	2.6	30,391	2.7	142	115
New York	210,040	25.7	298,518	26.2	142	110
Connecticut	7,491	0.9	10,523	0.9	140	119
Massachusetts	12,654	1.6	17,243	1.5	136	110
Pennsylvania	61,526	7.6	79,896	7.0	130	106
Secondary Trading Area	47,481	5.8	69,114	6.1	146	110
West North Central States (Excluding Minnesota)	17,482	2.1	24,121	2.1	138	103
South Atlantic States	24,384	3.0	37,104	3.3	152	116
New England States (Excluding Connecticut and Massachusetts)	5,615	0.7	7,889	0.7	140	110
Balance of the U.S.A.	23,310	2.9	31,103	2.7	133	115

OMPARATIVE CHARACTERISTICS OF TRAVELERS TO CANADA

	All Adults In U.S.	All Adults Who Visited Canada In Past 5 Years	Comments
usehold Income:			
$15,000 and over	8%	17%	Visitors have a
$10,000 to $14,999	15	25	higher income
Under $10,000	77	58	profile than the
	100	100	population at large.
cial Position (ISP):			
Upper Class	3%	8%	Visitors are more
Upper Middle Class	9	21	often members of
Lower Middle Class	16	20	the upper and
Lower Classes	72	51	middle classes.
	100	100	
e:			
18 - 34 years	33%	34%	
35 - 49 years	30	30	
50 - 64 years	23	27	
65 and older	14	9	
	100	100	
arital Status:			
Married	73%	81%	Most adult
Single	14	13	visitors are
Widowed/Divorced	13	6	married.
	100	100	
ducation:			
Graduated/Attended College	22%	43%	As a whole,
Graduated High School	32	34	visitors tend
Did not graduate High School	46	23	to be better educated.
	100	100	(43% college)
ccupation of Household Head:			
Managers, Officials, Proprietors	13%	21%	
Professional, Technical	10	19	
Other employed	60	46	
Not employed	17	14	
	100	100	
mily Type:			
Youngest child under 6	27%	20%	
Youngest child 6 - 17	27	28	
No children (under 18)	46	52	
	100	100	
mily Size:			
Five or more persons	28%	19%	
Three-Four persons	36	40	
One-Two persons	36	41	
	100	100	
cality Type:			
Metro-Central City	33%	28%	Visitors show
Metro-Suburban	32	45	heavier concen-
Non-Metro	35	27	tration in the more mobile
	100	100	suburban areas.

Source: Simmons Study 1966

STATISTICS ON FILM DISTRIBUTION IN 1966

Film Distribution	*Direct Screenings*	*Audience*	*Television Screenings*	*Estimated T.V. Audienc*
Department	1,067	126,657	188	4,700,00
National Film Board	23,038	1,142,600	355 (64 col)	32,000,00
Modern Talking Picures	137	6,332	158	10,000,00
TOTAL	24,242	1,275,589	701	46,700,00

It is significant to note that Canadian direct screening distribution tripled during the curren year.

The direct screening figure for Modern is based on one title, NIAGARA: FRONTIER O HISTORY, placed with them in September 1966.

STATISTICS ON DISTRIBUTION OF PHOTOGRAPHS IN 1966

	Color	*B & W*
Department of Tourism & Information Publications and promotions	2,409	4,72
Travel folders and promotion other than Department	1,021	1,65
Federal Governmen Departments	263	22
Travel shows, exhibitions and displays	112	94
Canadian newspapers and magazines	370	1,57
U.S. newspapers and magazines	378	15,77
Television	64	51
Convention publicity	27	22
Industrial House Organs	67	56
Educational publications	306	54
Other Ontario Government Departments	301	3,46
Lecture material	696	—
Foreign magazines and publications	24	23
U.K. newspapers and magazines	64	2
Canadian film productions	33	—
	7,535	30,48

	December 1965 Total		Residence of Respondents								British Columbia	
			Maritimes		Quebec		Ontario		Prairies			
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
RESPONDENTS TAKING A VACATION	527	100%	50	100%	132	100%	201	100%	87	100%	57	100%
Did not state		1.9		2.0		9.8		3.0		1.1		1.8
RESPONDENTS WHO STATED	516	100%	49	100%	131	100%	195	100%	86	100%	56	100%
Maritimes		6.6		30.6		5.3		5.1		1.2		1.8
Quebec		14.3		10.2		42.0		7.2		—		—
Ontario		17.8		20.4		6.1		34.9		7.0		—
Prairies		4.5		2.0		—		2.6		16.3		5.4
British Columbia		10.9		—		0.8		4.6		32.6		32.1
U.S.A. (Except Florida)		16.5		18.4		17.6		17.9		8.1		19.6
Europe		4.3		2.0		2.3		5.1		7.0		3.6
Other countries		1.4		—		0.8		2.1		—		3.6
Florida		4.5		2.0		9.2		5.1		—		—
Undecided		20.2		8.2		16.8		20.0		29.1		25.0
Other answers		4.8		10.2		3.1		3.6		3.5		10.7

Note: Percentages add to more than 100% as some respondents stated more than one answer.
Source: MacLean-Hunter Research Bureau.

Port of Entry	Non-resident vehicles entering Canada — Length of stay in Canada: One or more nights in Canada	Entering and leaving same day	Repeats and taxis	Canadian vehicles returning to Canada — Length of stay abroad: Commercial vehicles	Returning after one or more nights in U.S.	Leaving and returning same day	Commercial vehicles	Total all vehicles	%
Ontario:									
Cornwall	38,257	58,450	2,507	7,925	19,974	121,497	6,085	254,695	2.11
Courtright	—	—	—	—	—	—	—	—	—
Fort Erie	553,909	1,094,673	380,793	54,875	89,051	588,733	82,559	2,844,593	23.58(2)
Fort Frances	68,947	24,873	116,679	2,967	4,663	102,772	9,297	330,198	2.74
Kingston	2,622	1,492	213	—	768	914	101	6,110	.05
Kingsville	12	—	—	—	—	—	—	12	—
Lansdowne	138,231	58,550	11,653	14,394	102,654	86,727	15,313	427,522	3.55
Leamington	28	—	—	—	—	—	—	28	—
Midland	23	—	—	—	—	—	—	23	—
Niagara Falls	614,900	586,361	96,278	35,488	86,081	871,890	38,828	2,329,826	19.31(3)
Pelee Island	1,028	171	1	3	51	2	2	1,258	.01
Pigeon River	55,159	11,038	1,812	2,460	14,607	18,438	713	104,227	.87
Port Lambton	4,245	5,940	1	249	1,122	8,885	50	20,492	.17
Prescott	32,602	25,756	4,249	3,406	34,957	53,332	2,831	157,133	1.30
Rainy River	9,340	5,597	1,455	59	179	19,997	601	37,228	.31
Sarnia	271,998	279,173	1,848	40,738	47,981	370,731	18,062	1,030,531	8.54(4)
Sault Ste. Marie	137,747	72,593	7,192	7,496	41,232	96,280	1,946	364,486	3.02
Sombra	4,774	6,285	22	297	907	7,773	315	20,373	.17
Toronto	179	24	—	—	—	—	—	203	—
Walpole Island	2,820	3,624	79	187	202	4,472	2	11,386	.09
Windsor	872,649	1,269,307	205,371	70,784	172,136	1,358,686	175,316	4,124,249	34.18(1)
TOTALS	2,809,470	3,503,907	830,153	241,328	616,565	3,711,129	352,021	12,064,573	100.00

For year ending March 31, 1966

Total — Expenditure	$6,137,806	
Revenue	1,327,937	
Excess of Expenditure over Revenue		$4,809,869

Comparison of Revenue and Expenditure

	Years ending March 31		
(a) Revenue	1964	1965	1966
Tourist Industry Development Branch	$	$	$
Licences — Tourist Establishment	83,078	85,129	95,454
Sales — Enquiry List, etc.	3,708	4,606	6,964
Total Development Branch	86,786	89,735	102,418
Theatres Branch			
Fees — Censorship	111,447	108,993	100,015
Licences — Theatres, etc.	81,763	74,130	75,846
Miscellaneous	253	206	204
Total Theatres Branch	193,463	183,329	176,065
St. Lawrence Parks Commission			
Entrance Fees	453,433	502,280	604,541
Campsite Permits	57,919	69,961	106,827
Concessions — Rentals	21,387	22,609	22,765
Sale of Souvenirs, etc.	213,569	246,605	290,655
Miscellaneous	13,083	12,220	24,666
Total St. Lawrence Parks Commission	759,391	853,675	1,049,454
Total Revenue	1,039,640	1,126,739	1,327,937
(b) Expenditure			
Department	2,383,566	3,107,111	4,190,702
St. Lawrence Parks Commission	1,943,205	1,896,033	1,947,104
Total Expenditure	4,326,771	5,003,144	6,137,806

Forecast of Revenue and Expenditure March 31, 1967

	Estimates	*Forecast*
(a) Revenue		
Tourist Industry Development Branch	$	$
Licences — Tourist Establishment	90,000	85,000
Sales — Enquiry List, etc.	4,000	16,000
	94,000	101,000
Theatres Branch		
Fees — Censorship	106,000	80,000
Licences — Theatres, etc.	72,800	72,800
Miscellaneous	200	200
	179,000	153,000
St. Lawrence Parks Commission		
Entrance Fees	624,000	628,000
Campsite Permits	114,000	124,000
Concession Rentals	22,000	22,000
Sale of Souvenirs, etc.	330,000	305,000
Miscellaneous	10,000	14,000
	1,100,000	1,093,000
Total Revenue Forecast	1,373,000	1,347,000
(b) Expenditure		
Department	6,331,000	6,810,000
St. Lawrence Parks Commission	2,104,000	2,563,000
Total Expenditure Forecast	8,435,000	9,373,000

STATEMENT OF REVENUE
FOR YEAR ENDING MARCH 31, 1966

REVENUE

Tourist Industry Development Branch

Licences — Tourist Establishment		$ 95,454	
Publications: Enquiry List, etc.		2,222	
Miscellaneous		4,742	$ 102,

Theatres Branch

Fees — Censorship of Films		100,015	
Licences — Theatres	$67,666		
Projectionists	5,015		
Film exchange	3,165	75,846	
Miscellaneous		204	176,

St. Lawrence Parks Commission

Entrance Fees	604,541	
Campsite Permits	106,827	
Concessions — Rentals	22,765	
Sale of Souvenirs, etc.	290,655	
Miscellaneous	24,666	1,049,
Total Revenue		1,327,
Excess of Expenditure over Revenue		4,809,
		$6,137,8

STATEMENT OF EXPENDITURE

FOR YEAR ENDING MARCH 31, 1966

EXPENDITURE

Main Office			
Minister's Salary — Statutory		$ 12,000	
Salaries	$80,531		
Travelling Expenses	19,274		
Maintenance	18,996	118,801	
Northern Great Lakes Area Council		10,521	
Travel Organizations		7,775	
Unforeseen and unprovided			$ 149,097
Administrative Branch			
Salaries	146,719		
Travelling Expenses	4,120		
Maintenance	80,827	231,666	
Staff Training		630	
Restoration of Historic Sites		244,818	
Centennial Project		854,535	1,331,649
Publicity Branch			
Salaries	94,423		
Travelling Expenses	19,499		
Maintenance	19,693	133,615	
Photographic Supplies		76,978	
Tours of Editors and Writers		48,142	258,735
Advertising Branch			
Salaries	39,642		
Travelling Expenses	1,292		
Maintenance	3,787	44,721	
Publications		342 316	
Advertising		657,053	1,044,090
Tourist Promotion and Information Branch			
Salaries	214,338		
Travelling Expenses	6,879		
Maintenance	22,050	243,267	
Operation of Reception Centres		80,728	323.995
Tourist Industry Development Branch			
Salaries	258,811		
Travelling Expenses	74,755		
Maintenance	35,989	369,555	
Administration and Enforcement, etc.		29.322	
Grants to Regional Associations		136,761	
Grants to Ontario Travel Council		10,512	546,150
Division of Archives			
Salaries	189,900		
Travelling Expenses	14,504		
Maintenance	53.578	257,982	
Investigation		5,550	
Publications		6,382	
Advisory Board		3,195	
Grants		55.677	328,786
Theatres Branch			
Salaries		88,120	
Travelling Expenses		9,591	
Maintenance		7,030	104,741
Travel Research Branch			
Salaries	26,445		
Travelling Expenses	2,170		
Maintenance	11,876	40,491	
Travel Research		62.968	103,459
St. Lawrence Parks Commission			
Administration			
Salaries	161,375		
Travelling Expenses	7,195		
Maintenance	134,167		
Per diem allowances	1,860	304.597	
Land Acquisition		68,600	
Operation of Historic Sites			
Salaries	522,283		
Travelling Expenses	2,155		
Maintenance	321,023	845.461	
Construction and Development		53,759	
Operation of Parks			
Salaries	411,598		
Travelling Expenses	6,540		
Maintenance	130,350	548,488	
Construction and Development		126,199	1,947,104
			$6,137,806

FORECAST OF EXPENDITURE

For Year Ending March 31, 1967

Main Office			
Minister's salary — statutory		$12,000	
Salaries	$66,000		
Travelling Expenses	16,000		
Maintenance	13,000	95,000	
Northern Great Lakes Area Council		13,000	
Memberships, Grants		11,000	$131,(
Administrative Branch			
Salaries	318,000		
Travelling Expenses	47,000		
Maintenance	71,000	436,000	
Restoration of Historic Sites		645,000	
Centennial Planning		666,000	1,747,(
Information and Promotion Division			
Salaries	310,000		
Travelling Expenses	38,000		
Maintenance	88,500	436,500	
Photographic Supplies		90,000	
Tours of Editors and Writers		76,500	
Publications		500,000	
Advertising		768,000	
Exhibits, displays and other Information Services		72,000	1,943,(
Tourist Industry Development Branch			
Salaries	476,000		
Travelling Expenses	83,000		
Maintenance	31,500	590,500	
Administration and Enforcement, etc.		40,500	
Grants to Regional Associations		150,000	
Operation of Reception Centres		47,000	828,(
Public Records and Archives			
Salaries	234,000		
Travelling Expenses	17,000		
Maintenance	132,000	383,000	
Investigation		6,000	
Publications		12,000	
Advisory Board		4,500	
Grants		65,500	471,(
Theatres Branch			
Salaries		102,000	
Travelling Expenses		11,000	
Maintenance		10,000	123,(
Travel Research Branch			
Salaries	30,000		
Travelling Expenses	3,500		
Maintenance	14,500	48,000	
Travel Research		95,000	143,(
			$5,386,(
Carried forward			$5,386,(

RECAST OF EXPENDITURE

R YEAR ENDING MARCH 31, 1967

		Brought forward	$5,386,000
Lawrence Parks Commission			
Administration			
Salaries	155,000		
Travelling Expenses	7,000		
Maintenance	150,000		
Per diem allowances	3,000	315,000	
Land Acquisition		90,000	
Operation of Historic Sites			
Salaries	675,000		
Travelling Expenses	5,000		
Maintenance	187,000	867,000	
Purchase of Saleable Merchandise		185,000	
Construction and Development		129,000	
Operation of Parks			
Salaries	512,000		
Travelling Expenses	9,000		
Maintenance	182,000	703,000	
Construction and Development		274,000	2,563,000
tario Centennial Project			
Salaries	800,000		
Travelling Expenses	30,000		
Maintenance	199,000	1,029,000	
Fees		90,000	
Artifacts and Exhibits		305,000	1,424,000
			$9,373,000

Department of Public Records and Archives

ARCHIVES BRANCH

Reading Room and Services to the Public

The research facilities were severely strained during 1966. A total of 3,824 visits for various research projects were made to the Reading Room in the Archives Building, an increase of approximately 25% over the previous year.

Exact statistics covering the number of inquiries received by mail and telephone are not available, but these undoubtedly increased proportionately.

Apart from the expanding interest in local history and genealogy noted in recent years, many of the inquiries were related to various projects or publications associated with Canada's Centennial celebrations. Among persons undertaking research were: university staff and students, authors, school teachers, lawyers, legislators, public media representatives, municipal officials, land surveyors, architects, geologists and the staff of other government agencies.

Many photocopies of documents in the Archives were prepared at nominal cost for institutions and individuals requiring them for research or educational purposes. It might be noted that thirteen universities were included among the above institutions. Total photocopies supplied to clients included 1,643 photostatic prints, 664 photographs, 2,922 Xerox prints and the equivalent of 85 one hundred-foot reels of microfilm. The latter figure does not include the large volume of microfilming carried on in association with our documentary and newspaper acquisition programmes.

The Archives Branch, in co-operation with our Historical Branch, prepared an exhibit at the C.N.E. in an effort to bring to public attention the functions of this department. Technical assistance was given on request to several local archives and manuscript depositories.

Government Records Section

During 1966 the staff of this Section examined and evaluated a large volume of non-current records in various Ontario Government departments and agencies in order to select records of enduring research and historical significance for permanent preservation.

Files comprising over 40 cubic feet of records were added to our holdings, the largest single transfer being from the Department of the Attorney General. Other record series of a more routine nature were

checked for archival value and permission given for destruction insofar as their archival value was concerned. Improved finding aids were prepared for a number of record group series, notably for records of the Department of Education, the Attorney General's Department and the old Crown Lands Department.

This Section of the Archives Branch is also responsible for the custody and arrangement of those collections of municipal records obtained by the Archives. The Provincial Archives has, of course, no control over, or responsibility for, the care and disposition of municipal records generally. It can obtain these or copies of them only with the consent and co-operation of the municipalities concerned. However, early municipal records, particularly those of the 19th century before it became customary to publish them extensively, have considerable value to historians, political scientists, economists and genealogists. At the same time, many of these records have no current administrative value to the present municipal councils, and if they are not destroyed, are stored in unfavourable physical conditions and are relatively inaccessible to researchers.

During 1966 a determined effort was continued to locate these and, if the relevant municipal officials granted permission, to transfer them to the Archives where they will be available in a central location to scholars and be assured of permanent preservation.

In instances where permission to transfer could not be obtained or where their bulk and limited historical interest made acquisition of originals inadvisable, microfilm copies were made. Some municipal records were also acquired from private individuals who had obtained them by various means in earlier years.

A total of some 80 cubic feet of early municipal records were acquired in 1966, including such items as: council minute books, assessment rolls, road reports, account books, by-laws and general correspondence. Microfilm copies were provided to the municipalities concerned if they so wished.

Of particular interest were records of some of the pre-1850 District Councils, including those of the Western District, Johnstown District, Huron District and Ottawa District. Among important municipal records microfilmed were the minutes of the "Town Meetings" of Hope Township commenci in 1807 and of Port Hope, 1822-1857.

The Government Records Section also responsible for our collections of Co Records, and during 1966 over 50 cubic f of these documents were acquired, includi some of various early Courts of Quar Sessions and of District and County Cou

Arrangements were made to obtain mic film copies of 19th century Surrogate Co Records now being filmed by the Salt La City Genealogical Society with the perm sion of the Inspector of Legal Offices.

The staff of the Government Reco Section also administers the Archives' c lections of newspapers, maps, pictures a posters which are referred to elsewhere this report.

Private Manuscripts Section

The volume of historical and genealogi research carried out by this section duri 1966 in answer to public demand increas so greatly that no major new inventori calendars or guides were completed. For t same reason little interior indexing of doc ments was carried out. However, the ba analysis and arrangement of newly acquir collections was continued, together wi essential preliminary cataloguing.

Work was started on the preparation o consolidated guide to the overall docume tary holdings of the Archives. This w summarize briefly the nature and extent all our manuscript collections and reco groups.

Despite the above difficulties in regard archival processing, there was no curtailme of efforts to locate, acquire and preser additional privately owned documents of hi torical value. Their deposit in an institut specializing in documentary preservation the only assured means of preventing t ultimate destruction, deterioration or di persion of these invaluable primary sourc of historical information.

During 1966 an Archives Liaison Offic has been employed continually to track do and acquire (or photocopy) documents significance in the history of this provinc Almost 200 organizations or individuals we contacted during 1966 and several thousa documents added to our holdings.

Among the more extensive or significant original items acquired might be mentioned: the papers and correspondence (circa 1807-5) of the prominent Radenhurst family; the note book and sketch book (1841) of Captain Thomas Glegg; the records of the Ontario Society of Artists (circa 1872-1950); and the business and personal papers (1883-107) of Colonel R. R. (Rory) McLennan, a prominent railway contractor and politician.

Among items of interest microfilmed were: the correspondence of the Jesuit mission at St Regis (circa 1766-1890); the minutes of Kirk Sessions (1834-39) of the Presbyterian Church in Beckwith Township; and the diaries of Josiah James Bell, a member of the Red River expedition.

In co-operation with the Federated Women's Institutes of Ontario, the Section continued its programme of microfilming the Tweedsmuir Histories compiled by members of the various local Institutes.

Newspapers

While the Archives is concerned primarily with non-published material, an exception is made in the case of early issues of this province's newspapers. In effect, these constitute primary source material and are frequently consulted by researchers in conjunction with our manuscript holdings.

Many of the 19th century newspaper runs have been destroyed or exist in only one location where they are in danger of destruction or serious deterioration. During 1966 the Archives continued its attempt to locate remaining issues and to microfilm copies for deposit here in one central location.

This is frequently a difficult task, since scattered issues are found in many widely separated locations and must be brought together for filming.

The history of a paper under its various mastheads, different owners and varying dates of issue must be determined. Moreover, the availability of our staff, cameras and available funds prevent any crash programme. Nevertheless, satisfactory progress was made in 1966 and in addition to our own microfilming programme, we purchased copies of microfilm from other sources and acquired a considerable number of original newspapers.

Original copies of some 70 different newspapers (or newspapers under different mastheads) were acquired during the past year. In some instances, only single issues were available, but among the larger accessions were: a number of rare issues of *The Brockville Recorder,* 1824-1874; a largely complete run of *The Reformer* (Hamilton), 1854; a complete run of *The Globe,* 1859-1873; and a largely complete run of *The British American Presbyterian,* 1872-1874.

In 1966 one hundred reels of microfilmed newspapers were produced by the Archives including some 40 different titles. Among the larger runs were: *Prince Edward Gazette,* 1847-1849; *Woodstock Herald,* 1848-1873; *The Weekly Sentinel* (Woodstock), 1858-1873; *Elora Observer,* 1859-1877; *The Pembroke Observer,* 1867-1898; *The Renfrew Mercury,* 1871-1900; *The Economist* (Shelburne), 1883-1900; and *The Rainy Lake Herald,* 1898.

Two very important projects involved the microfilming of extensive broken runs and odd copies (totalling 36 reels) of early Prescott and Port Hope papers. These included nine different Prescott titles from 1836 to 1921 and six Port Hope titles dating from 1832.

The Archives also completed its project of microfilming the pre-*Hansard* debates of the Ontario Legislature as reported in contemporary newspapers.

A total of 147 reels of microfilmed newspapers were acquired from other sources. Among the larger runs were: *The Goderich Signal,* 1840-1930; *Petrolia Advertiser* (under various mastheads), 1874-1925; and *The Montreal Gazette,* 1778-1867. Although the latter was not published in this province, it contains much related information of importance not available elsewhere.

Picture, Map and Poster Collections

Use of our picture and photograph collections doubled during the past year, and 515 copyprints were prepared for research and publication purposes. Assistance was given to Expo representatives and to federal, Ontario and municipal Centennial projects. Special lists of selected categories were prepared including stereographs, posters, broadsheets, and pictures of the Fathers of Confederation.

Accessions to our picture and photograph collections in 1966 totalled 618 items. Among the more interesting photographs were: a collection of glass negatives of various ceremonies and receptions at Ontario's Government House during the period when G. W. Ross was Lieutenant-Governor; four views of the Wolseley Expedition to the Red River; portraits of Lord and Lady Monck, Montreal Harbour and the Niagara River taken in the 1860's; two large photographs of the federal Parliament Buildings and the Le Breton Flats area of Ottawa taken in the 1880's; a fine stereograph (circa 1860) of Lundy's Lane (Niagara Falls); and two albums of photographs taken on an early survey expedition in the Missinabie Region of Northern Ontario.

Our map collection was consulted frequently by persons doing research in our manuscript holdings. Some 50 additional items were acquired among which might be noted: a sketch map (circa 1830) of western Upper Canada; a detailed map (circa 1860) of Scarborough Township containing names of settlers; an 1899 map of the Muskoka Lakes giving the names of pioneer cottagers and resort owners; and a photostatic copy of Samuel Ridout's plan of 1812 listing the settlers in Thorold Township.

The Archives was fortunate in acquiring an extensive collection of posters, broadsheets and caricature prints of the 1850's featuring contemporary events in the political and entertainment fields.

Library

The Archives Library is intended primarily for the use of our own staff in connection with the analysis and arrangement of archival collections. It is also used by members of the public undertaking research in our manuscript collections. While we have an extensive collection of books relating to Ontario's history, most of these are equally available in public libraries, and owing to our limited facilities and specialized functions, we attempt to direct researchers working primarily in published sources to their own libraries. Nevertheless, our staff Librarian spent much time in 1966 answering written inquiries directed to the Archives which were more related to published than archival sources.

During the past year 183 books, 70 pamphlets and 49 issues of periodicals were added to our library's holdings, as well as some 1 reports and other official Ontario Gove ment publications.

In addition to the cataloguing of nev acquired publications, our Librarian ma considerable headway in the cataloguing a large backlog of printed material contain within primarily manuscript collections tra ferred to the Archives in past years. She a compiled and circulated lists of our extens duplicate holdings of publications, and su sequently made 22 transfers of this mater to university and other research libraries.

HISTORICAL BRANCH

Erection of Plaques

During 1966 the Branch continued its pr gramme of erecting historical plaques co memorating persons, places, events a structures of interest throughout Ontar The number of requests for markers increas over the past year, and research was carri out on some 300 subjects. Forty plaqu were erected, bringing the total establish to date under this programme to 469.

While the subjects commemorated vari widely, all were selected because our Histo cal Advisory Board believed they possess some general significance in relation to t history of this province.

In order to illustrate the variety of subjec selected, it might be noted that plaques we erected to commemorate: Susanna Moodi the author and chronicler of settlement the wilderness; John Muir, the pione naturalist and conservationist; the trag Kingston Typhus Epidemic of 1847; the ear Pic fur trading post in Algoma; the geologic history of the Canadian Shield; and Canada first Victoria Cross winner.

Comments made at many public plaqu unveiling ceremonies, as well as in subs quent correspondence to the Branch reques ing more detailed information on the subjec marked, indicate the increased interest i Ontario's history which this programme h generated.

Assistance to Museums

During 1966 our staff Museums Advise visited a total of some 140 museums and hel meetings with some 30 governmental, mun

cial, corporate and private organizations concerned with museum development. In accordance with its basic objective of raising the standards of Ontario's local museums, our staff gave advice and assistance in such fields as display, conservation, identification, cataloguing, acquisition, administration, financing and publicity.

A total of 14 gallery display designs, including drawings and models were prepared for museums planning expansion and major changes. These designs emphasized modern display techniques and equipment. Five additional display designs were largely completed and are intended primarily for increased gallery area contained in additions to museums authorized under various Centennial grants and programmes.

The Historical Branch administers annual matching grants to museums owned by municipalities, conservation authorities and Indian band councils. To date in the present fiscal year, 61 applications have been processed and over $45,000 paid in grants.

Our Museums Advisers assisted and took part in the annual Museums Workshop of the Ontario Historical Society. They also assisted in the planning and development of a proposed formal staff training programme in association with the Training and Standards Committee of the Canadian Museums Association.

Archaeological Field Work

During 1966 archaeologists were employed to carry out certain field work for the department. Most projects were related to sites of the historical period and were intended to assist with our marking programme or to provide information for possible development of historical attractions.

One of the province's earliest and most important glassworks was excavated at Burlington, while 19th century pottery works were investigated in the Niagara Peninsula and at Brantford.

An early Hudson's Bay Company post site was investigated at Kenogamissi Lake near Timmins and the remains of a blockhouse of the War of 1812 period was partially excavated in South Lancaster Township. An underwater search of the Mississagi Strait area off Manitoulin Island was carried out under the supervision of a professional archaeologist.

In Northwestern Ontario a further investigation of the exact route of sections of the historic Dawson Trail was supported. The largest project involved the start of a comprehensive examination and re-evaluation of all recorded aboriginal village sites in Simcoe County.

Information Services and Publications

The volume of inquiries received from the public relating to Ontario's historical attractions and various aspects of its general history addressed to the Branch was the largest on record. Some inquiries, particularly those associated with Centennial projects, required extensive research by Branch personnel.

During 1966 the Branch prepared revised texts for the folder *Historic Sites and Museums* and the brochure *Historic Ontario, Old Upper Canada.* A new folder listing all plaques and briefly summarizing their subjects was also compiled.

Special Projects

The Branch carried out further planning, research and collation of material for the establishment of a major exhibit to illustrate the growth and evolution of Parliamentary Government. This permanent exhibit will be housed in the Ontario Parliament Buildings, and it is hoped that it will be completed in time for an official opening on September 17, 1967, the 175th anniversary of the first Parliament of Upper Canada.

An experienced writer is being employed to compile a history of agriculture in this province, and detailed research is being undertaken by members of the Branch staff in connection with the possible publication of a history of the Department of Labour.

Under an agreement with the School of Architecture of the University of Toronto, work was continued on the preparation of a comprehensive inventory of the province's remaining pre-Confederation buildings of historical and architectural significance. This project is being directed and co-ordinated by Prof. William Goulding.

RECORDS SERVICES BRANCH

This Branch was established to provide technical advice and assistance to all Ontario Government agencies in connection with the arrangement and retention scheduling of their official records; and to operate a central storage depository for their dormant records.

The staff of the Branch will advise and assist the departmental records officers in drawing up retention and disposal schedules for their departments' records. It will also advise the Treasury Board's Records Management Committee.

The Records Management Committee was appointed to guide and control the records arrangement, scheduling and disposal procedures of all government agencies.

In the fall of 1966 the government made a contract with the firm of H.M. Records Services Ltd. to inaugurate a records management programme and to train the staff of the Records Services Branch and the departmental records officers. The firm reports to the Records Management Committee. The government also acquired a records centre building with a potential records storage capacity of approximately 100,000 cubic feet.

The Records Services Branch is not, as yet, fully operational, since its Civil Service staff is still undergoing training and no Supervi has been appointed. In the interim, the st is working under the immediate direction the consultants from H.M. Records a assisting with the necessary inventory and analysis of record holdings associa with the inauguration of the programme.

ONTARIO ARCHAEOLOGICAL & HISTORIC SITES ADVISORY BOARD

This twelve-man Board of private citize acts in an advisory capacity to the Minis on matters pertaining to history and archa ology. The members include professior historians and anthropologists, as well other persons noted for their knowledge the province's past.

Among the more important duties of t Board is the selection of suitable subjects f the province's historical plaques and a proval of the inscriptions which appe thereon.

During 1965-66 monthly Board meetin were held in Toronto from October to M in addition to a June meeting in Kingsto In the course of the summer at least o member of the Board attended each of t forty plaque unveiling ceremonies and to part in the related official programme.

The historical plaques erected during 1966 on the advice of the Archaeological and Historic Sites Board of Ontario are listed herewith under the counties or districts in which they are located. The brief descriptive notes which have been added are not copies of the actual inscriptions on the plaques, but are intended merely to indicate the nature of the subject commemorated.

*Bilingual Texts

ALGOMA

The Precambrian Shield–Describes a rock formation which is among the oldest of the Earth's crust and occupies some two-thirds of the surface area of Ontario. (Cavers Lookout, highway 17, 10 miles west of Espsport.)

CARLETON

**University of Ottawa, Universite d'Ottawa*–Commemorates the founding of Canada's oldest bilingual university. (University Administration Building, Ottawa.)

**The Nil Voyageurs 1884-85, Les Voyageurs du Nile 1884-85*–In 1884 a British expeditionary force, commanded by Viscount Wolseley, was sent up the Nile River to rescue Major-General Charles Gordon who was beseiged in Khartoum. Wolseley, familiar with the talents of Canadian rivermen, requested the recruitment of a group of voyageurs to take the expedition's boats through the dangerous cataracts of the Nile. (Kitchissippi Lookout, Island Park Drive, Ottawa.)

Commissariat Building 1827, Edifice de l'Intendance 1827–The oldest existing stone building in Ottawa. It was used as a storehouse, office and treasury during the construction of the Rideau Canal by Lieutenant-Colonel John By, R.E. (Bytown Museum beside the locks at foot of Rideau Canal.)

COCHRANE

The Great Fire of 1916–Describes this holocaust which destroyed 500,000 acres including the settlements of Porquis Junction, Iroquois Falls, Kelso, Nushka, Matheson and Ramore. (Highway 11, ¾ mile south of Matheson.)

ESSEX

The Battle of Windsor 1838–A group of William Lyon Mackenzie's supporters, who had crossed the river from Detroit, were defeated by local militia under Colonel John Prince. The latter executed four of the invaders who had been taken prisoner, thereby causing violent controversy in both Canada and the United States. (Dieppe Gardens, Riverside Drive, Windsor.)

FRONTENAC

The Typhus Epidemic 1847–This dread disease, brought to Canada by emigrants, killed nearly 16,000 persons. It ravaged the colony, and in Kingston, despite heroic efforts by religious and charitable organizations, some 1,400 emigrants died. (St. Mary's Cemetery, Kirkpatrick and Kingscourt Streets, Kingston.)

GRENVILLE

Merrickville Blockhouse 1832–This military installation was constructed as part of the defensive works on the Rideau Canal. (Merrickville Blockhouse, Merrickville.)

GREY

Founding of Meaford–Commemorates the founding of this community on Georgian Bay in the 1840's (Meaford Town Hall.)

John Muir 1838-1914–This pioneer naturalist and champion of conservation, whose books and articles played a significant role in the early development of the U.S. National Park Service, spent some years in the Meaford area. (Beaver Valley Lookout, 9 miles south of Meaford.)

The Toronto-Sydenham Road–An early "colonization road", it opened up portions of Grey and Dufferin Counties for settlement, and provided a more direct route between Toronto and Owen Sound. (Memorial Park, Chatsworth.)

HALDIMAND

The Nelles Settlement 1785–This settlement, founded by Captain Hendrick Nelles, a Mohawk Valley Loyalist, was established on lands belonging to the Six Nations Indians. After accepting their invitation to settle on the Reserve, Nelles and his family took up land in Seneca Township. (St. John's Church, York.)

HURON

Honourable William Aberhart 1878-1943–Founder of the Social Credit Party and premier of Alberta 1935-43, Aberhart was born nearby in Hibbert Township, and attended Seaforth Collegiate Institute. (Seaforth and District High School, Seaforth.)

KENT

The Honourable David Mills 1831-1903–This noted cabinet minister and jurist, an expert in constitutional and international law, was born on a farm in Orford Township. (Mills family homestead, ¼ mile east of Palmyra, highway 3.)

LAMBTON

The St. Clair Tunnel 1891–Commemorates the first international submarine railway tunnel in North America. It was built by the Grand Trunk Railway and connected Sarnia with Port Huron, Michigan. (Adjacent to the tunnel, St. Andrew Street, Sarnia.)

Donald Allerton Johnston 1874-1957–Honours the first president of the world's first Kiwanis Club. Johnston was a co-founder of this organization and played a leading role in its development. (Rutherford, 7 miles north of Dresden.)

LANARK

Herbert Taylor Reade, V.C. 1828-1897–Born in Perth, Reade became a military surgeon in the British Army. He was awarded the Victoria Cross, the Empire's highest decoration for valour, for outstanding gallantry during the Indian Mutiny. (Royal Canadian Legion Building, Perth.)

Rev. George Buchanan 1791-1835–A Scott Presbyterian minister, he came to the provi in 1822 to serve in newly settled Beckw Township. A leader among the Scott settlers, he was for many years their spiritu guide, their teacher and their physici (St. Paul's Church, Franktown.)

LEEDS

The Perth Road–This early road, surveyed 1852, was built to encourage settlement isolated townships lying between Kingst and Perth. (Leeds County Road 11, 1 m south of the junction with highway 42, ne Westport.)

LINCOLN

Niagara Agricultural Society–Commemorat the founding, by 1792, of the Agricultur Society of Upper Canada, the first organiz tion in the province devoted to the improv ment of agriculture. (Simcoe Park, Niagar on-the-Lake.)

The De Puisaye House 1799–One of th province's oldest remaining houses, it w once the property of Lieutenant-Gener Joseph-Geneviève de Puisaye, Comte de Pu saye. The latter, a leader of Royalist r sistance in France, brought a party of emigr to Upper Canada in 1798. (McFarland Poi Park, 3 miles south of Niagara-on-the-Lake

MIDDLESEX

The Wilberforce Settlement 1830–Com memorates one of the earliest Negro coloni in the province. It was established principall by fugitive slaves from Cincinnati, assiste by Quakers in Oberlin, Ohio. (Lucan, abou 16 miles north of London on highway 4.

MUSKOKA

The Precambrian Shield–Describes a roc formation which is among the oldest of th Earth's crust and occupies about two-third of the surface area of Ontario. (Bala, nea junction of highways 69 and 660.)

NORTHUMBERLAND

Founders of Campbellford–Describes the founding of this settlement and the persons responsible for its development. (Campbellford.)

ONTARIO

The Honourable Gordon D. Conant 1885-1953–Commemorates Ontario's twelfth prime minister, who was born in Oshawa. (Lakeview Park, Oshawa.)

PARRY SOUND

Magnetawan Lock–This lock, completed in 1886, was built so that the considerable boat traffic on the Magnetawan River could overcome the rapids at Magnetawan village and save the additional ten miles of river leading to Ahmic Harbour. (Beside the lock, Magnetawan.)

PERTH

Founding of St. Marys–Commemorates the founding of this community in the 1840's and its incorporation as a town in 1864. (Town Hall, St. Marys.)

PETERBOROUGH

Susanna Moodie 1803-1885–A member of the talented literary family, the Stricklands, she came to Upper Canada in 1832 and settled near Lakefield in 1834. She was the author of "Roughing it in the Bush" in addition to many novels and poems. (Memorial Park, Lakefield.)

PRINCE EDWARD

Founding of Hallowell–Commemorates the establishment of this community in the early 1800's which amalgamated with the adjacent village of "Picton" in 1837 to form the Town of Picton. (Coronation Park, Hill Street, Picton.)

RAINY RIVER

The French Portage–Commemorates this old portage on the Kaministiquia canoe route to the West, first recorded in 1688 by Jacques de Noyon. Used extensively by French and British fur traders, it was later improved and became a way station on the "Dawson Route". (Dawson Trail Campground, 25 miles east of Atikokan.)

RENFREW

The Opeongo Road–Surveyed in 1852, this was one of the early "colonization roads" opened by the government to encourage settlement of the district lying inland from the settled townships. It brought many settlers to Renfrew County and aided the region's important lumbering industry. (Post Office Grounds, Barry's Bay.)

Rapids of the Upper Ottawa–Describes a portion of the Ottawa River in which were located some of its most spectacular and dangerous rapids. For over two centuries this formed part of the canoe route to the West. (Lookout Point highway 17, 2 miles west of Deux Rivières.)

The Zeep Reactor–Commemorates the initiation of the first nuclear chain reaction in Canada, which took place on September 5, 1945 at Chalk River. (Chalk River Nuclear Laboratories, Chalk River.)

SUDBURY

Salter's Meridian 1856–Describes the first indication, in 1856, of the presence of large mineral deposits in this area. Rediscovered in 1886, it was to become the Creighton Mine, for thirty years the world's leading nickel producer. (Naughton, 11 miles west of Sudbury.)

The Sudbury Basin–Details the geological history of this impressive natural feature which contains immense deposits of valuable ores. (Bell Park, Sudbury.)

THUNDER BAY

The Pic Fur Trading Post–Commemorates the establishment of this 18th century fur trading post which was eventually taken over by the North West Company. From 1821-1888 it was operated by the Hudson's Bay Company. (Pic River Indian Reserve near Marathon.)

The Robinson Superior Treaty–Under this treaty, concluded in 1850, the Ojibwa sur-

rendered territory extending some 400 miles along the shore of Lake Superior and northward to the height of land. (Chippewa Park, Fort William.)

Oliver Daunais 1836-1916–One of the best known prospectors and mining promoters of his day, the "Silver King" became a prominent resident of Port Arthur and played a leading role in its early development. (Village of Stanley, highway 588 west of Fort William.)

TORONTO (METROPOLITAN)

Canada's First Victoria Cross–Alexander Dunn, while serving with the British Army in the Crimean War, won this highly coveted decoration for his gallant actions as a participant in the Charge of the Light Brigade. He was the first Canadian to win this d tinguished award. (Clarence Square, W lington and Spadina, Toronto.)

WATERLOO

The Joseph Schneider House 1820–T frame structure is the oldest remaini house in Kitchener. It was built by Jose Schneider, a native of Lancaster, Penns vania, who settled on his lot in 1807. (4 468 Queen Street South, Kitchener.)

WENTWORTH

The Founding of Ancaster–Commemora the founding of this community late in t eighteenth century and the settlers respo sible for its rapid development. (The Tow ship Hall, Wilson Street, Ancaster.)

Apart from material acquired by purchase, or transferred from Ontario government agencies, the Archives was fortunate during 1966 in the public spirited co-operation which it received from private, municipal and institutional owners of historical documents and pictures. The following list includes the names of the donors of the larger or more significant collections during the past year.

Mr. Clarence Allin, Orono.
Miss Molly Basken, Winnipeg, Manitoba.
Mr. V. B. Blake, Toronto.
Mr. A. K. Botton, Minneapolis, Minnesota.
Mr. Thomas Boukley, Oshawa, Ontario.
British Columbia Provincial Archives.
Mrs. Rachel Burnett, Toronto.
Mr. Norman Candler, Niagara Falls.
Mr. Grant Carr-Harris, Toronto.
Mrs. Virginia Rowe Clemmer, Lakeville, Connecticut.
Mr. Percy Climo, St. Catharines.
Mrs. M. Cornell, Toronto.
Mr. R. Craig, Toronto.
Mrs. D. Crawford, Ajax.
Darlington Township.
Elgin County Council.
Mrs. Jessie Howell Finch, Trumansberg, N.Y.
Friends of the University of Alberta.
Mr. John Gadsby, Toronto.
Mr. Ralph Greenhill, Toronto.
Mrs. O. B. Hanley, Toronto.
Mr. Frank N. Harding, Meaford.
Professor Robin S. Harris, Toronto.
Miss Anne Henderson, Winnipeg.
Lambton County Council.
Lambton County Historical Society.
Leeds and Grenville County Council.
Listowel Banner.
Mrs. A. H. Leim, St. Andrews, New Brunswick.
Mrs. Vera E. Van Lydegraf, San Jose, California.
Monsignor Ewan J. Macdonell, Cornwall.
Mr. Hugh MacMillan, Willowdale.
Mr. Thomas R. Mather, Markham.
Mr. C. R. McNeil, Editor, B.N.A. Topics, Burlington.
Mr. Roscoe R. Miller, Toronto.
Mr. A. B. Mills, Peterborough.
Dr. Charles A. Mitchell, Ottawa.
Mr. Roy Mitchell, Toronto.
National Library of Canada, Ottawa.
North Bay and District Historical Society.
Ontario Council of the Girl Guides of Canada.
Mr. Francis Petrie, Niagara Falls.
Mr. A. P. Pross, Toronto.
Ramsay Wright Zoological Laboratories, University of Toronto.
Mr. Max Rosenthal, Toronto.
School of Architecture, University of Toronto.
Mr. Howard G. Schreiber, Toronto.
Mr. George Smith, Sarnia.
Judge E. M. Shortt, Perth County.
Miss Kay Stonehill.
City of Sudbury.
Mr. James Tassie, Ottawa.
Dr. D. C. Tesky, Port Credit.
Mr. Gordon Thatcher, Toronto.
Mr. Bill Thompson, Ottawa.
University of Toronto Archives, Toronto.
Mr. Ken Walls, Barrie.
University of Waterloo.
University of Western Ontario, London.
Western Michigan University, Kalamazoo.
Dr. Margaret C. Wheeler, Stony Brook, N.Y.
Mr. Sandford White, Saint John, New Brunswick.
Mr. Edwin Wilson, Garden Hill.

GOVT PUBNS

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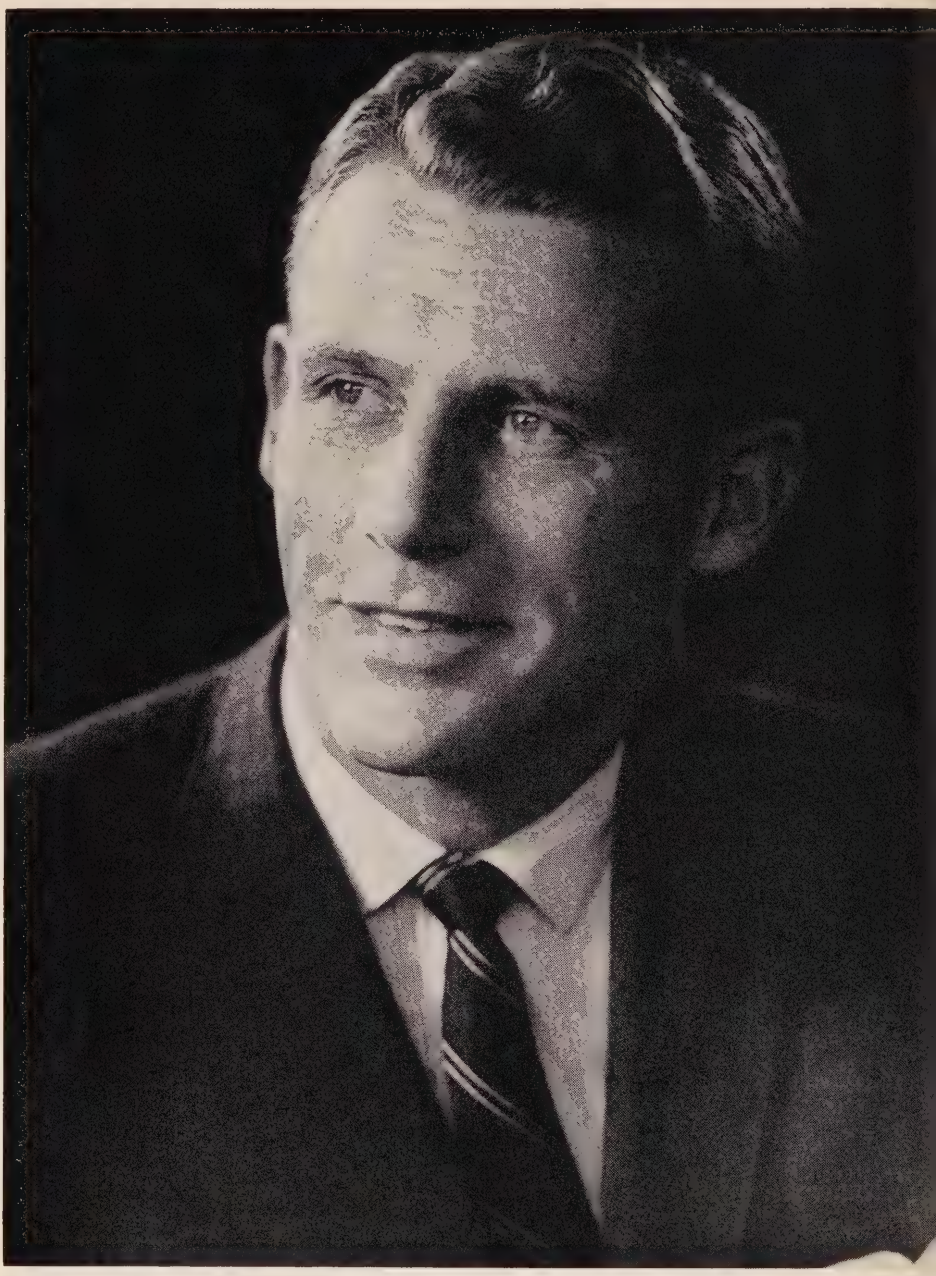
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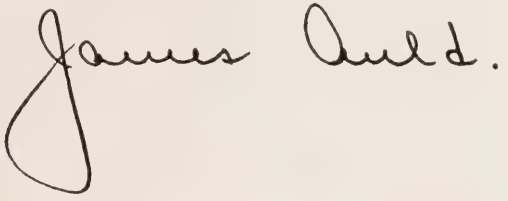
HON. JAMES AULD,
Minister of Tourism and Information

To: The Honourable W. Earl Rowe, P.C.(C)
Lieutenant Governor of the Province of Ontario, in Council

MAY IT PLEASE YOUR HONOUR:

The undersigned has the honour to transmit herewith the Twenty-Second Annual Report of the Department of Tourism and Information and the report of the Department of Public Records and Archives, for the calendar year 1967.
I have the honour to be, Sir,

Your obedient servant,



Toronto, Ontario
April, 1968

Minister of Tourism and Information

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Introduction

As expected, 1967 was an all-time record year for travel spending in Ontario. Total travel spending reached an estimated $1.7 billion, of which $550 million came from U.S. and foreign visitors to the province.

Centennial Year and Expo '67 both contributed to this increase in travel spending. Another major factor was the Department's increasingly aggressive promotion of Ontario as a vacation destination and as the ideal route to or from Expo.

One measure of the success of the Departmental promotion is the fact that, despite the tremendous drawing power of such outside attractions as Expo and the Pan-American Games at Winnipeg, Ontario continued to receive approximately its normal share of the U.S. and foreign spending in all of Canada.

All facets of Canadian activity received an immense amount of publicity in all media during 1967. This has led to an increased awareness of Canada and Ontario within the United States, an awareness that forms an impressive groundwork on which to build an even larger tourist industry for the province.

It is now anticipated that an intensified promotion campaign (including, for the first time, U.S. television advertisements) may enable Ontario in 1968 to equal or exceed the record spending of 1967.

Centennial Planning Branch

By any standards, the activities and events that took place in Ontario in Centennial Year, surpassed anything previously experienced both in quantity and variety. The people of Ontario went all out to commemorate the 100th birthday of the Confederation of Canada.

Through the involvement and participation of many thousands of people over 10,000 events large and small, were enjoyed across the province. Thousands of visitors to Ontario enjoyed our birthday celebrations. Many national Centennial Programmes contributed to our celebration panorama, and to the solemnity of our achievements.

The effect and tangible benefits for the people of Ontario will continue long after Centennial Year is past. The co-operation of Government at all levels as well as the tremendous extent of the participation of so many people, has provided to all of us a new awareness of Canada and hopefully, will remain a vibrant force in the years ahead.

1. **Confederation Train and Caravans**

The Confederation Train visited 15 Ontario municipalities, over 104 exhibit days, and was visited by 925,000 people.

Three Confederation Caravans operated in Ontario visiting 145 Ontario communities over 198 days and were visited by 2,030,000 people.

In terms of the viewing public, the Confederation Train and Caravan programme was the largest of Centennial Year and at each location on the itinerary, appropriate ceremonies took place.

2. **Voyageur Canoe Pageant**

This was one of the most imaginative programmes for Centennial Year, starting in Alberta on May 24th and ending at Expo on September 4th — a period of 104 days of which 56 days were spent in Ontario.

"Voyageur Day" celebrations were planned at the 19 municipalities in Ontario where the brigade put on a sprint and other ceremonies.

Ten teams participated representing 8 provinces and 2 territories. During the full course of the trip points were accumulated for sprints and laps and they finished in order, Manitoba, British Columbia, Alberta, Ontario, New Brunswick, Saskatchewan, Quebec, North West Territories, Yukon and Nova Scotia. Ontario presented a commemorative plaque to the crew of each team participating.

3. **Canada Festival**

Ten companies provided 79 performances at 29 communities. A 60% performance subsidy was provided at the local level to reduce ticket prices, the subsidies being shared on a Federal/Provin-

al basis — 72% by Ontario and 28% by ttawa.

. Ontario Performing Arts Programme

his $240,000 programme was in six parts:

a) *Touring Companies* — Six companies pro-ided 226 performances at 52 communities. The er performance subsidy was generally 60%. For ie first time, many smaller communities were isited by major Ontario based companies.

b) *Universities* — Assistance grants were ex-ended to 14 Ontario universities to have touring ompanies on campus. In addition grants were nade to 2 universities for "on campus" arts Vorkshops.

c) *Folk Arts* — An Ontario Folk Arts Council vas formed. In addition 11 regional folk arts ouncils were formed and each region was pro-ided with an assistance grant to support folk rts festivals. During 1967, 15 folk art festivals were held. The organizational structure that has been developed on a province wide basis, will play an important part in future amateur arts programming.

(d) *Visual Arts* — a grant of $50,000 was made to the Art Institute of Ontario towards the pur-chase of a collection of approximately 100 paint-ings by professional artists of Ontario and works of sculpture which were selected on a competi-tive basis and exhibited at seven locations in Ontario. The total collection was then broken down into 5 travelling exhibits to be on display at various Ontario communities.

The Branch also provided an assistance grant of $4,000 to the Provincial Council of Women of Ontario for "Operation Ontario Art '67".

(e) *Dominion Drama Festival* — Ontario is divided into 5 regions and each region was pro-vided with an assistance grant. The concept of the programme was for each region to produce a distinctly Canadian play and provide 4 or 5 performances each within a general local area. The stimulus of the Centennial Year programme is expected to be reflected into the future.

(f) *Centenary Music Festival* — the National Centenary Festival of Music was organized as part of the Centennial celebrations. After the regular Festival season in May, in which amateur musicians competed, provincial finals were or-ganized and the winners competed in the na-tional finals at St. John, New Brunswick. Assis-tance grants were provided for administrative and organizational development and for the Ontario winner, the Fort William Male Choir, to attend the National Finals.

5. **Armed Forces**

There were 7 segments to this Programme:

54 performances of the spectacular tattoo cere-mony.

70 performances of the Forces '67 group.

43 visits of warships to Ontario communities.

27 performances by the famed Golden Centen-naires Aerobatic Team.

17 performances by the Motor Cycle Display Team.

15 performances by the RCAF's spectacular Red Knight aerobatic soloist.

Participation of bands and marching units in many local celebrations and special events across the Province.

6. **Sports**

Assistance grants were provided to many of the major sports meets of Centennial Year. Special Centennial Medallions of Excellence were struck for presentation to those Ontario athletes who achieved top excellence in their particular sport. Near the close of Centennial Year, the Branch sponsored a Sports Dinner at which over 700 winners of the Centennial Sports Medallion were honoured and presented with their awards.

7. **Isolated Communities**

This was one of the best received and most appreciated programmes of Centennial Year. Two tours by a variety group were taken to communities in the far northern areas of the province, providing 22 performances in small communities, in some cases communities where live performances had not hithertofore been enjoyed. In addition a drama group went on tour to 14 other far northern communities.

8. **Indian Events**

This was a major programme designed to assist Ontario Indians in expanding their pow-wows and having other celebration days during Centennial Year. Assistance grants were extended to 41 Indian bands including support for major pow-wows both in Northern and Southern Ontario. Indian Day celebrations were organized and conducted in the most northerly part of Ontario accessible only by air.

9. **Inter Faith**

Representatives of 21 faiths in Ontario took part in the planning and implementation of this programme for Ontario during Centennial Year. On June 25 there was an Inter Faith Service held at Queen's Park in which representatives of all the faiths took part with some 5,000 people attending.

10. **Community Improvement and Rural Beautification**

During Centennial Year the importance of this programme was emphasized and promoted through films, addresses and meetings in some 61 municipalities. Informative literature was distributed and many communities formed special committees and initiated "clean up and paint up" projects.

11. **Centennial Grants Programme**

752 projects were approved with a total Federal/Provincial contribution being equally shared at just under $12 million.

12. **Fashion Shows**

Two units of the "Portraits from the Past" fashion show operated through 1966 and 1967, appearing at 140 municipalities. The Canadian Historical Doll collection completed 82 bookings and the combined attendance at both of these programmes was estimated at 48,000 people.

13. **Queen's Park**

The Centennial decorations on the front of the Parliament Buildings were viewed during Centennial Year by thousands of Toronto residents and out of town visitors and provided appropriate background for special Centennial events there. To start Centennial Year with Provincial recognition there was a torchlight parade to the Parliament Buildings where appropriate ceremonies were held with an impressive fireworks finale. Fifty thousand people enjoyed this spectacular.

On May 16, 15,000 people attended a folk art festival at Maple Leaf Gardens. Performing groups from Ottawa to Fort William participated. Royal guests in attendance were Her Royal Highness Princess Alexandra and the Honourable Angus Ogilvy.

On May 17, a Centennial Athletic Day was held at Lawrence Park Collegiate to coincide with the visit of Her Royal Highness Princess Alexandra. Top athletes of Toronto's secondary schools were in attendance and a large crowd enjoyed this occasion.

On June 10 this Branch sponsored a Provincial dinner to honour Veterans' Week in Ontario at which senior representatives from all over the Province attended.

On July 1, 1967, 25,000 people attended the "Trooping of the Colour" ceremony by the 48th Highlanders of Canada at Varsity Stadium. Honourable Earle Rowe, Lieutenant Governor of Ontario, took the salute.

On July 1 a 100 gun salute was fired at noon and in the evening, a "Beat the Retreat" ceremony was performed at Queen's Park. Thereafter on successive Wednesday nights there was a "Changing of the Guard" ceremony during July and August.

On September 17 ceremonies were carried out at Niagara-on-the-Lake to commemorate the 175th anniversary of Ontario's first Parliament. One of the highlights was the meeting of the Ontario Cabinet in the Town Hall. An estimated 10,000 people viewed the ceremonies which were

completed at Fort George by a spectacular firing of daylight fireworks.

The final programme at Queen's Park was the "Christmas Tree Lighting Ceremony" that took place on December 6th. At this event each province and territory provided a Christmas tree to form an "Avenue of Provincial Trees" immediately south of the main entrance to the Parliament Buildings. All were lighted and identified with the appropriate crest. Twenty thousand people attended.

14. **Awards to Weekly and Daily Newspapers**

To recognize long service to their communities, appropriate plaques were presented to 37 weekly and 19 daily newspapers in Ontario that have been in continuous publication for the past 100 years.

15. **Awards to Committee Chairmen**

Certificates were presented to 840 chairmen of local Centennial Committees for their outstanding contribution to the organization and planning of Centennial celebrations.

16. **Awards to Communities**

Plaques and certificates were presented to communities to recognize outstanding citizens and others who contributed to the success of their local Centennial celebrations.

17. **Centennial Newsletter**

The Newsletter was published each month from April 15, 1965 through Centennial Year with an average monthly circulation of 28,000. The Newsletter will become a permanent record of many of the activities and events and of the people concerned in Ontario's celebration of Centennial.

18. **Ontario Calendar of Centennial Events**

This information was published in two volumes and records over 10,000 separate events included in the many programmes of local communities as well as the implementation of national programmes. While the list is not complete, it clearly indicates the spontaneous and province-wide participation and effort of many people.

19. **Advisory Committees**

An Advisory Committee was formed for each of the major Centennial programmes. Members of these committees were knowledgeable and experienced people in private life. Their individual and collective advice provided invaluable guidance in the planning and implementation of Ontario Centennial Programmes.

Advertising Branch

The show window of the Department of Tourism and Information is its advertising campaign.

Here in colour photos and colourful copy, the potential visitor can sample the vacation attractions of the province, compare them with others in the marketplace, accept or reject our invitation to visit an Ontario that is "Friendly, Familiar, Foreign and Near," a province offering a "Great Ontario Adventure Vacation."

Modern advertising is both an art and a science. Before substantial sums can be committed, all the available tools of research must be used to gain a comprehensive picture of the market available.

Ontario's major non-domestic market is in the north-central and northeastern United States — specifically the states of Connecticut, Massachusetts, New York, New Jersey, Pennsylvania, Ohio, Michigan, Wisconsin, Minnesota and Illinois — which make up more than 90 per cent of U.S. travel spending in Ontario.

In recent years the Department's advertising and research branches, in conjunction with its advertising agency, have built up a comprehensive picture of Ontario's potential market in the U.S. From this knowledge have come campaigns that are unique in their appeal and specific in their direction.

Particular attention has been paid to determining the characteristics of U.S. travellers to Canada — who they are, where they come from, what they are seeking, what their reactions are.

The characteristics of U.S. adults who have visited Ontario during the past five years indicate that Ontario's best prospect:

(a) tends to have higher than average income, and particularly those with incomes of $10,000 or more,

(b) tends to be better educated, and particularly those who have attended or graduated from college,

(c) tends to be in the 35 to 49 year age group,

(d) tends to be married — family size one to four children,

(e) tends to reside in U.S. metro areas, and particularly those residing in metro suburbs.

These characteristics suggest our best prospect tends to be knowledgeable, informed, sophisticated, has a wide range of interests and has the resources to travel comfortably. He tends to take a family vacation and his wife likely has an influence in deciding where the family will go and what they will do on their vacation.

A Canadian Government Travel Bureau Study reports the following are of most interest to Americans in planning their next vacation:

	Percent Mentioning
Outdoor scenery	78%
Parks	52
Historic Sites	45
Fishing	39
Sightseeing	35
Camping	32
Shopping	20

Although the response to other individual sports was not great, collectively, sports represent a significant area of interest. These findings are generally similar to those reported by a Department study showing main vacation activity of U.S. tourists that visited Tourist Reception Centres in 1966. In the latter study, a significant group (29%) reported an interest in visiting cities.

The Canadian Travel Bureau Study reports that among Americans who have visited Canada during the past five years, about 52% of them have made two or more trips to Canada in this period.

A study jointly sponsored by the department and its agency in four U.S. cities provides further insight into Ontario's prime U.S. prospect.

It appears that over the past four years, about 10% of Ontario's prime prospects in four test cities have visited Canada in any one year. Of the total visiting Canada, about 72% visited Ontario.

It appears that about 72% of Ontario's prime prospects would like to visit Ontario while about 23% have actually done so during the past four years. This suggests that about two-thirds of the potential has not been induced to visit Ontario in the past four years.

It was found that Ontario's prime prospects are primarily concerned with five considerations in planning and enjoying a vacation. They include:

(a) Having interesting things to see,

(b) Accommodation,

(c) Cost of the visit,

(d) Food,

(e) The roads.

A majority of Ontario's prime prospects perceive Ontario as well above average on these five considerations.

The degree to which Ontario's prime prospects perceive Ontario to be well above average on these five selected attributes was evaluated in June 1965 and in May 1966.

The 1966 evaluation indicated an overall improvement in Ontario's image among prime prospects, particularly in terms of "Many interesting things to see."

The following table indicates the extent to which Americans consider Ontario to be well above average:

	Percent Considering Ontario Well Above Average		
	1965	1966	1967
Many Interesting Things to See	73%	80%	81%
Good Accommodation	53	57	57
Cost of the Visit	41	43	41
Good Food	55	59	55
Good Roads	48	53	52
Good Camping Facilities	46	47	54
Good Hunting and Fishing	*	*	79

(* Data not collected)

Significant increases in U.S. population, households and income are forecast for the period 1965-1970. These favourable trends will help to generate significant growth in the U.S. travel market during this period. The key estimates, prepared by the U.S. Department of Commerce are as follows:

	1965	1970	Increase
Population (millions)	194.6	207.1	+ 6.4%
Households (millions)	57.3	63.0	+10.0
Gross National Product ($ billions)	675.0	910.0	+34.6
Personal Income ($ billions)	531.0	706.0	+33.0
Disposable Income ($ billions)	465.0	625.0	+34.4
Discretionary Income ($ billions)	181.0	273.0	+50.8

It has been estimated that currently about 25% of U.S. families earn $10,000 or more per annum. It is expected that by 1970, about 30% of all U.S. families will be in this upper income group. It is this upper income group that has the highest propensity to travel, particularly outside the U.S. This group also has the highest expectation of travelling more in the next few years.

It has been estimated that total U.S. vacation and pleasure travel expenditures will be $21.6 billion in 1970. This represents a 41% increase over the $15.2 billion expenditures in 1965.

A review of U.S. travel market trends in 1967 again confirms the belief and expectation of continued growth during the next four years.

The review of the characteristics of U.S. visitors to Ontario reaffirms the strategy of concentrating U.S. advertising in the prime U.S. trading area. A review of the characteristics of U.S. visitors to Ontario reaffirms the strategy of continuing to present a "balanced" impression of Ontario in the U.S. market.

There continues to be a valid reason to advertise on a year-round basis.

The creative changes incorporated in the 1967 campaign ads tended to increase the level of which Ontario's prime prospects were favourably impressed by the advertisements.

A great deal more information is known about the U.S. market than about the Canadian market. However, in 1967, the advertising branch and its agency conducted another study in Montreal, Toronto and Winnipeg to investigate attitudes toward taking vacations in Ontario.

It appears that a high percentage of Toronto families vacation in Ontario in any given year. About one-third of French families in Montreal and families in Winnipeg have vacationed in Ontario in the past year. In these latter two markets, there is a significant number of families who would like to vacation in Ontario, but have not done so in recent years.

Toronto residents appear to have visited a number of different areas in the province. French families from Montreal appear more selective in the areas they have visited in Ontario — the Ottawa Valley, Metropolitan Toronto and Niagara Falls. Winnipeg families primarily visit Northwestern Ontario, though a significant number have visited the Metropolitan Toronto area. Families in the three Canadian cities appear to be influenced by different combinations of factors when deciding on and enjoying a vacation.

For example, Toronto families tend to be most influenced by good accommodation, food and roads, while French families from Montreal tend to be influenced by good roads, interesting things to see and friendly people, along with an eye to the expense of the trip. Winnipeg families tend to consider the roads, interesting things to see and camping facilities.

Ontario's image among Toronto families tend to be very positive and well defined. Winnipeg families' image of Ontario tends to be quite favourable, while French families in Montreal tend to have a particularly weak image of the province.

Action was taken in 1967 to assess the performance of the current Canadian campaign. Selected advertisements were copy tested in Montreal (French), Toronto and Winnipeg. The advertisements evaluated were:

"Land Between the Lakes"
"Heritage Highway"
"Wilderness Way"
"Champlain Country"
"Arctic Tidewaters"

In 1967, readership information was obtained for each of the five Canadian campaign advertisements listed above.

Of the advertisements tested, the "Wilderness Way" ad was rated above the average in all three cities, relative to the ads tested from the 1966 campaign. The "Arctic Tidewaters" ad, which was tested only in Toronto, received the lowest rating, and the remaining three ads were rated at about the average level of favourable impressions of Ontario, relative to the average established by the 1966 campaign.

In terms of encouraging families to visit Ontario, the tested ads appeared to be above average among French families in Montreal. The "Wilderness Way" ad was the most encouraging in regard to inducing Toronto families to visit Ontario. While there was not a great deal of difference between the "encouraged to visit Ontario" levels of the three ads tested in Winnipeg, these levels had been raised in relation to those recorded in the test of the 1966 campaign ads.

Generally speaking, the creative strategy for the 1968 program will differ little from that used over the past few years.

Since the campaign objectives in each category remain substantially the same, and since research indicates that these objectives are being met, it is felt that it would be inadvisable to make any drastic changes in the creative approach in 1968. However, several evolutionary structural changes will be made in both the U.S. and Canadian campaigns, and the Province's promotion will enter a dynamic new dimension during the coming year.

It is felt that these changes will strengthen the impact of the Department's advertising in all of the various markets we are attempting to reach and influence.

The U.S. print campaign will use a series of photographs obtained by carefully planned "set-up" photography, shot in widely separated parts of the Province. In each of the photographs, key tourist attractions are combined with the regions featured in the more specific Canadian campaign and in the Department's literature. Each master photograph will be used in combination with smaller pictures to balance the impressions of the province in the reader's mind, and to make the point that Ontario has something for everyone.

The main theme in the U.S. will continue to be Ontario — "Friendly, Familiar, Foreign and Near", since it is proving increasingly effective in terms of achieving objectives. New this year will be the introduction of the provincial flag to the print campaign. This is done to help reinforce the "Foreign" aspects of the main theme. As a design element, it will be placed so as to encourage the reader into the body copy of the advertisements.

A new approach will be made to the important hunting and fishing markets in 1968. Two four colour, full-page ads (one on hunting and one on fishing) which key into the design format of the U.S. and Canadian series, will be used as inserts in a well known outdoor publication. The idea behind using an insert will be to encourage hunting and fishing camp operators to participate on a co-operative basis, and thus increase the impact of Ontario's outdoor story.

The special "Personality Series" campaign launched in 1967 has proved most effective at creating a favourable impression of Ontario. Accordingly, the world-famous Canadian photographer, Yousuf Karsh, has been commissioned

o photograph additional subjects for this series, gain featuring people whose lives have been haped by the Canadian Shield.

A major change in the Canadian series will be a lesign change aimed at increasing the similarities between the U.S. and Canadian advertisements.

Over the past few years readership of the Canadian ads has been generally good in terms of competitive tourist advertising in Canada, but it has always been slightly lower than that achieved n the U.S. campaign. It is felt that the proposed changes will greatly strengthen the effectiveness of these advertisements.

However, since the Canadian series will continue o be "route oriented", the common theme of "Great Ontario Adventure Vacations" will be retained, and each advertisement will relate the 'adventure" to a particular part of Ontario.

The chief innovation in the Department's 1968 advertising will be the use of television for the first time. Full colour, 60 second commercials, based on Ontario's successful "A Place to Stand" film at Expo and using a modification of its theme music, will be shown in selected, major market U.S. cities.

Television will allow the department to reach a larger market in the United States; attract a somewhat younger audience; register "Great Ontario Adventure Vacations" with more people, and intrigue them into desiring an Ontario holiday.

Use of this powerful medium will greatly assist in presenting many of Ontario's significant attractions and great outdoors to large numbers of potential tourists in our key markets.

Publicity Branch

The responsibilities of the Publicity Branch are carried out through four sections. To describe these functions and for the purposes of this report, the submission will be made under the following headings: —

1. **Press Relations Section**
2. **Special Promotion Section**
3. **Photographic Section**
4. **Film Section**

1. Press Relations Section

This section is responsible for carrying out detailed work relationships between the Department and representatives of press, radio and television. This involves a continuing programme to encourage all media to support the tourist industry through travel and editorial page stories and programmes.

The section continued to prepare and distribute general and specialized stories to an active mailing list, which now includes 2,500 publications and radio and television stations throughout North America.

Expo '67, even before its gates opened last April, was destined to be the world's undisputed travel story of the year and deserving of major coverage in the press of North America. Never has an event in Canada been given wider publicity, understandably at the expense of many prime visitor goals across Canada that have held the spotlight for years. Many areas of Ontario were deprived of their customary share of publicity, especially in the big metropolitan daily newspapers and international magazines which devoted an incredible amount of space to this greatest of expositions.

It meant, of course, that unless this section produced articles with an Expo theme, that is, what to see and do and where to stay and camp en route, their chances of getting into print would have been minimal. Several stories, illustrated with artist-drawn routings, were produced by the Press Relations Section, with gratifying results.

However, Expo or no Expo, the other segments of the province were also deserving of recognition during Canada's Centennial year, and this meant that new outlets had to be sought to market our publicity material. Fortunately SYNOPSIS, the name given to one of the Department's more recent projects, a catalogue of Ontario travel stories which goes out exclusively to some 1,600 weekly newspapers and trade magazines in the United States and nine other provinces, was available.

This service commenced early this year with a list of 12 stories aimed at spring. And, in this initial mailing, we received cards from 46 Canadian and 32 U.S. publications, with many of these asking for all stories and photos offered. The summer issue proved even more successful, with 59 U.S. respondents and 38 from Canada, with the majority asking for most of the nine illustrated articles offered.

In the final issue for this year, aimed at fall, we received 31 U.S. replies and 45 from Canada, with most of the six stories requested.

This service will be continued next year, with considerably more emphasis on the outdoor theme which, of course, would embrace more northern areas.

In addition, in view of the increasingly important role of hunting, fishing, boating and camping in modern day tourism, a full time specialized outdoor writer has been added to the staff. The newly created position is part of the Department's programme to emphasize further, through the 1,300 members of the Outdoor Writers of America Association, the tourist potential of this province's vast hunting and fishing resources.

2. **Special Promotion Section**

Special promotion activities included arranging and conducting more than sixty tours, meetings and conventions for individuals or groups of persons active in press, radio, television and travel functions.

The Very Reverend Pedro Arrupe, S.J. visited this Province in May, and the Branch was responsible for his itinerary in Sault Ste. Marie, Manitoulin Island, Sudbury and at Ste-Marie among the Hurons.

The Department also organized and coordinated arrangements for the American Broadcasting Corporation's "American Sportsman" programme in June. This featured Gordie Howe and was shot in the Sioux Lookout area. The programme is to be telecast early in 1968. "The American Sportsman" is the highest rated sportsman series on network television. It enjoys a 35% share of all television sets in use at the time of telecasting with an average audience of 6,310,000 homes per minute, an exceptional audience for this Ontario production.

The Department arranged and conducted a three-day tour of the Toronto, Niagara areas for thirty members of General de Gaulle's press corp who visited Ontario following the General's departure from Montreal.

An Eastern Ontario tour was arranged and conducted for the National Weekly Newspaper Editors Association in October.

The Special Promotions section has begun preparation of an inventory of convention facilities throughout the Province as the first step in expanding the multi-million dollar convention business.

This program will involve closer cooperation with presently established municipal convention bureaux and with organizations such as the Ontario Chamber of Commerce and regional tourist councils.

Department staff participated at ski shows in Chicago, Detroit, Minneapolis and Cleveland. In addition a member of this staff served as Administrator for the Canaddian Ski Instructors' Alliance School held in Muskoka in January.

The Department also ran a theatre at the Toronto Ski Show.

3. **Photographic Section**

The functions of this section of the Branch is to provide photography for immediate Department use, to maintain and operate a comprehensive file of black and white prints and colour transparencies and, where possible, to provide photographic services to other government departments.

During the year Branch photographers were on assignment in the following areas:

N. W. Ontario
N. E. Ontario
Western Ontario
Ottawa Valley
Algonquin Park
Bruce Peninsula
1000 Islands
Eastern Ontario
Land O' Lakes
Madawaska Valley
Parry Sound, Sudbury, North Bay
Niagara Peninsula

Winter photography included the following:

Lakehead Ski area
Collingwood Ski areas
Beaver Valley
Wawa and Sault Ste. Marie Ski areas
Madawaska Valley area
Haliburton

Special events covered included:

Ottawa Tulip Festival
Niagara Blossom Festival
Cobourg Highland Games
Ontario Day at Expo
Telegram Trophy Race — Mosport
Canadian Albacore Sailing Championship — Muskoka
Centennial Canoe Pageant, Kenora, French River and Mattawa
Muskoka Lakes Regatta — Port Carling
Maple Syrup Festival — Elmvale
Royal Tour — H.R.H. Princess Alexandra
Lake of the Woods Sailing Regatta
Muskoka Colour Cavalcade
International Ploughing Match
Niagara Grape Festival
Barrie Winter Carnival
Cochrane Carnival
Lakefield Sleigh Ride
Sault Ste. Marie Winter Carnival
Kenora Winter Carnival
Peter Campbell Giant Slalom Race at Collingwood
Iron Bridge Winter Carnival
Ontario Federation of Snowmobile Clubs meet at Victoria Harbour

In addition, the section covered photographic assignments for the following Departments:

Prime Minister's Office
Legislature
Speaker's Office
Energy and Resources
Education
Agriculture and Food
Reform Institutions
Civil Service Commission
Public Works
Labour
Commercial and Financial Affairs
Social and Family Services

Portraits of department staff were taken for Personnel Branch, a programme which is kept up to date.

A total of 3021 black and white negatives, 5804 colour transparencies, and 209 colour negatives were filed.

This section also assisted in shooting:

16mm colour film for a documentary on the Ontario Government railroad commuter train.

A colour T.V. clip on summer and winter operations at Centennial Park, Port Arthur. This is still in the production stage.

A colour television film on Lakehead skiing for distribution to mid-west television stations.

A black and white television clip for Elwood Glover Show on the McMichael Conservation Collection of Art.

4. **Film Section**

This section administers the Department's programme of film production and supervises the distribution of films to all outlets, television and direct showing, in Canada, the United States and abroad.

To carry out this function, the Department maintains a head office library and works with the National Film Board of Canada for distribution in the United States and abroad, and a commercial organization for additional United States distribution.

Film Library Special Promotions: —

As a result of mailing to television stations across Canada, the following stations used department films during the months June to September.

Nova Scotia	— CBC, Halifax
Quebec	— CFCF-TV, Montreal
Ontario	— CHCH-TV, Hamilton CBC, Ottawa CKLW-TV, Windsor CKVR-TV, Barrie CFTO-TV, Toronto
Saskatchewan	— CKSA-TV, Lloydminster CKCK-TV, Regina
Alberta	— CHCT-TV, Calgary CJLH-TV, Lethbridge

In most cases the films were re-broadcast.

Ski Clubs: As a result of mailings to ski clubs across Canada, 50 ski clubs screened the Department's winter films.

Ski Shows: "Winter in Ontario" received 21 screenings to a total audience of approximately 6,000.

Camps: 15 Camps used Department films to supplement their summer programmes during the months of July and August.

Three Department titles were used in connection with a promotional tour of Northern Germany; they were screened in 28 cities to an audience of approximately 2,500 people.

An Ontario Film Night was held for a group of British public relations people.

Arrangements are presently being undertaken for an inter-provincial film exchange programme. This is a development of a recent meeting of the Canadian Travel Film Committee.

A televisit programme featuring one minute fillers was produced by this Department in cooperation with the Canadian Broadcasting Corporation. These have now been distributed to television stations in our major market areas on a no cost basis.

The Department film: **ADVENTURE TRENT SEVERN STYLE** won the Canadian Film Award as best film produced in Canada in 1966 for the Travel Recreation Section. This was the second time in three years that this Department's films have won the award, **UPPER CANADA VILLAGE** having received this honour in 1965.

The Department film: **WINTER IN ONTARIO,** produced late in 1966, won the Chris Award at the Film Council of Greater Columbus, Columbus, Ohio in the Travel Category.

LET'S GO FISHING IN THE NORTHLAND, a film produced by Sears Roebuck in Northern Ontario, was released this year. This is now being distributed by Sears Roebuck through their Sports Advisory Committee.

A special film loan of **UPPER CANADA VILLAGE** was turned over to CTV for use as promotional material.

NIAGARA: FRONTIER OF HISTORY — a print is on permanent loan with the Niagara Foundation.

HOLIDAY CORNER and **LOCATION NIAGARA** — prints of these have been turned over to the C.N.R. for use in their Canadian Travel Forums.

A new film catalogue was produced, as well as a special brochure, listing the historical films available from the department.

The Department this year replaced the 1956 production: **VACATIONLAND OF ALGOMA,** which is now available for distribution.

The Department also produced a new period film on the Kingston area featuring Fort Henry which will be added to our historical catalogue as well as our general travel series.

Print Purchases: Department Library, 59; National Film Board, 132; Modern Talking Pictures, 35.

We now have 18 titles — 133 prints, in commercial distribution (48 of these are short version black and white which will be withdrawn gradually during 1968.)

Information Branch

The Travel Counselling section responded to an exceptional year in tourism with the servicing of well over one-half million mail enquiries (548,119), and 26,127 telephone enquiries. Through the Travel Counselling Centre at Head Office approximately five thousand visitors were assisted with their travel enquiries.

The enquiry lists produced by the Department for Regional Councils, Chambers of Commerce, and establishment operators recorded eight thousand, two hundred and sixty-three specific interest requests. Many of these good quality requests are generated through the Sports and Travel Show programme.

The Sports, Travel and Outdoors Shows programme told the travelling public of Ontario's attractions in the following U.S. cities: Chicago, Cleveland, Columbus, Detroit, Kansas City, Milwaukee and Minneapolis; in Montreal, and at the Canadian National Exhibition.

The Ski Shows programme highlighted Ontario's winter vacations in Detroit, Cleveland, Chicago, and Minneapolis.

The Travel Counselling staff at the Department's Information Kiosk inside the Ontario Pavilion at Expo '67 planned travel to Ontario for thirty thousand enquirers.

Department travel counsellors continuing the personal counselling technique to sell Ontario were assigned to the Canadian Government Travel Bureau offices in the U.S. for a total of seventy weeks. During May and June the counsellors promoted Ontario in Boston, Cincinnati, Chicago, Cleveland, Detroit, Indianapolis, Minneapolis, New York, Rochester and Washington. Travel Counsellors assisted in fifteen other promotions throughout the year, notably Expo promotions in Detroit, Indianapolis, and Minneapolis, and in Toronto with the Canadian Boating Federation at the Boat Show. They assisted delegates at thirteen conventions throughout Ontario with their queries about Ontario.

Since the summer opening of the Ontario Government Exhibit in Niagara Falls uniformed counsellors have been providing information for the exhibit area.

Forty-four thousand people were taken on tours of the Legislature, and forty-three thousand enquiries for Government Buildings information were answered. Commencing this year our Department's uniformed counsellors will staff the information locations throughout the Queen's Park complex.

Departmental literature was distributed in appropriate quantities to related organizations throughout the United States and Canada. In Ontario the Department's Touist Reception Centres and Regional Council or Chamber of Commerce information bureaux are the prime recipients of quantity allotments. In the United States the Canadian Government Travel Bureaux are top priority, and throughout both countries Automobile Clubs and touring services are key destinations for Ontario literature.

Bulk distribution of appropriate publications is made to transportation companies for special promotions and to potential delegates, from outside Ontario, in pre-convention mailings.

Ontario posters created to spread "Ontario" out of the Province were dispatched to Canadian Embassies and Consulates, High Commissioners, and travel organization offices throughout the world.

Approximately seven million pieces of literature were distributed during the year.

Travel Research Branch

During the year, the Travel Research Branch completed the following:

1. *Community Study:* of the city of Stratford which indicates the tremendous impact tourism has on the economics of this community. Although the theatre is the main focal point, it generates only about 25% of the total tourist expenditure in the area, with the rest being spent on other facilities. The report also deals with, amongst other items, origins of tourists, their points of interest, and occupations.

2. *Feasibility Studies:* on a "Museum of the Canadian Fur Trade"; of a "Canal on the Grand River"; and a short "Report on Skiers" which was a follow-up testing of the data obtained from the original report on skiers done the previous year.

3. *Marketing Studies Regarding United States Visitors to Ontario:*

(a) *"Analysis of U.S. Visitor-Prospects to Ontario"*

There are three main sources of addresses of U.S. households in the primary marketing area to which Ontario descriptive literature was sent, and an attempt was made to determine which of these sources generated the most visitors to Ontario. The survey showed that the highest incidence of U.S. visitors to Ontario was from households whose addresses were obtained from the Department of Tourism and Information mailing lists. There is also an analysis of what factors motivated the American vistor to vacation in Ontario. The average age of the head of the household visiting Ontario was 45 years, with an average income of $11,000 per year. The average number of "out of State" trips in 1966 was 1.6.

(b) *"U.S. Motorist Visitors-Gas Station Survey, 1966"*

A random sampling of U.S. motorist-tourists stopping at gas stations across Ontario was carried out in order to obtain more data on the socio-economic characteristics of U.S. visitors; their degree of awareness of the Department's advertising and promotion in various U.S. media; and their awareness of the Department's Reception Centres. Some of the main findings of this survey were as follows:

(i) The average age of the head of the visiting U.S. household was between 40 and 45 years.

(ii) About 33% of U.S. visitors are in professional occupations, either business owners or managers.

(iii) Respondents stated that their main influence in the decision to travel to Ontario was "friends and/or relatives". Their second main influence was advertising and magazines.

(iv) Approximately 75% of these U.S. visitors were aware of the Ontario Government Reception Centres, and 60% had visited these centres at some time or other.

The results from this study compared very closely with those obtained from other recent studies on U.S. visitors.

(c) *"Visitors to Ontario Government Reception Centres"*

This is a continuing survey being carried out in these centres, whereby one in ten of the visitors (both U.S. and other Canadian) are requested to fill in additional information on the back of our regular guest registration cards giving their reasons for coming to Ontario. The data obtained on the origin, travel patterns and final destination of visitors to Ontario has some validity, and thus indicates that the visitor to the Reception Centres is to some extent, representative of the average U.S. tourist to Ontario. Also, the importance of this type of tourist is highly stressed, in that the smaller percentage of long-term visitors creates approximately 90% of the total tourist expenditure in Canada. The report combines and compares the data obtained for both 1965 and 1966. In addition, each of Ontario's 32 vacation areas is analysed separately. The similarity of results between the two years is very close, and thus the reliability of the data is confirmed. Some of the main findings are as follows:

(i) The typical U.S. visitor might be defined as one whose origin is a State bordering on Ontario, particularly Michigan or New York, and who tends to vacation at the same location in Ontario each year, and who relies heavily on motel and provincial campsites for accommodation.

(ii) "Touring the province", "quiet relaxation", "scenery and natural beauty", are some of the main reasons for visiting the province. The average length of stay for U.S. tourists in Ontario is 6.3 days.

(iii) The most popular destination for U.S. visitors is the Niagara-Iroquois vacation area, followed by the Seaway Valley.

Tourist Industry Development Branch

(4) An *"Occupancy of All Tourist Establishments"* study in Ontario was completed for the period June to December, 1966. This report covered hotels, motels, for-hire cottages, lodges, campsites, cabins, etc. Ten percent of each type of establishment was selected at random, and a sampling card was forwarded twice each month to each selected establishment. The weighted average of occupancy was calculated (as a percent) for each type of establishment in each vacation area as well as totals of all types of establishments in Ontario. In addition, a more complex method of sampling was introduced in 1967, and with improved co-operation of establishment owners, validity of the occupancy index should improve.

(5) Two short reports were also completed, "Western European Travel to Canada and Ontario", and the "Great Lakes Pleasure Boating Survey". The former points out the increasing importance of the overseas tourists to Ontario and Canada, in that even though these types of tourists are still relatively small in numbers, their ratio of increase of expenditures has surpassed that of the American tourists.

The latter report deals with the effect of changing water levels, on the Great Lakes, on pleasure boating, and the reaction and adaptation of boat-owning cottagers in the areas affected.

(6) In the coming year a comprehensive report will be completed on the "Travel Habits and Expenditures of Ontario Households". This study will provide a more accurate picture of the Ontario tourists who comprise about 66% of all the tourists in the province.

The year 1967 will be remembered as a milestone in the history of the province and the nation.

This was a year of conflicting financial results to tourist operators, due primarily to the effects on the provincial tourist plant of the various Centennial year celebrations and Expo '67 in Montreal. Some areas did much better than others because of their geographic proximity to Montreal and the drawing powers of Expo, which definitely changed the holiday habits of many Ontario tourists. Expo had an immense effect on tourism in eastern Ontario, and all establishments providing accommodation and services reported having an excellent season. It was also noted that the main arteries of travel into the province from Montreal, notably Highways 401 and 17 were taxed to near capacity.

Centennial and Expo have introduced thousands of first time visitors to Ontario, and it is expected that due to this exposure to our many scenic and historic attractions these visitors will be motivated to return.

The staffing of service centres at the principal locations on Highway 401 created a good impression with the public. This staff filled a valuable role, answering many enquiries from the travelling public who did not stop for information at border crossing points.

In 1967, a most encouraging trend was the increase in winter activities which has given the province a year-round ability to attract visitors. During the past year the Tourist Industry Development Branch's functions were:

1. Licensing and inspecting tourist establishments, undertaking enforcement procedures where necessary, and investigating complaints within the industry. Checking architectural plans, sketches and drawings of proposed tourist establishments to ensure that they conform with the requirements.
2. Providing assistance and advisory service to all tourist organizations such as regional tourist councils, local tourist associations, chambers of commerce etc.
3. Providing travel information to the public, through the operation of 19 Reception Centres. Two new Centres were opened in 1967 at Hill Island and Pointe Fortune. They provided pertinent information on local attractions and accommodation, plus basic information on Expo.
4. Undertaking research projects and industry surveys as required by the Department, and the tourist industry.
5. Providing advisory and counselling services to tourist establishment operators and prospective operators.

6. Promoting the development of tourist attractions, facilities and services, such as Wosguhaegun, a replica fur trading post at Sault Ste. Marie.

7. Undertaking Hospitality Seminars and educational programmes relative to the travel industry.

8. Maintaining liaison with other provincial and municipal agencies in order to further the development of the tourist plant.

9. Administering matching grants of up to $5,000 dollars to each of the 35 Regional Tourist Councils.

10. Maintaining liaison with the media within the province in order to develop a public awareness of the tourist industry as well as the Department.

11. Public speaking to community groups, radio and t.v. appearances to help stimulate interest in tourism, and point out the economic importance of tourism to the community.

12. Special assignments such as representing the Department on the following committees: (1) Advisory Committee to Cabinet on Regional Development, (2) Canada-Ontario Rideau Study Committee, (3) Highway Signing Committee, (4) Bala Development Committee, (5) Legislative Committee on Tourism and Natural Resources, (6) Committee on Parks and Recreation — Conservation Council of Ontario, (7) Ontario Water Resources Commission Liaison Committee, (8) Inter-Departmental Wasaga Beach Study Committee, (9) Awards Committee — Ontario Association of Architects, (10) Metro Toronto Industrial Commission — Aviation Service Committee, (11) Small Boats Regulations Committee, (12) Inter-Departmental Committee on Water Surveillance (13) The Ontario Niagara Escarpment Study Committee.

Three of Ontario's more significant historic sites are being developed by the Huronia Historical Development Council, established in 1964 by the Prime Minister, the Hon. John P. Robarts.

These are:

- The reconstruction of Sainte-Marie among the Hurons (1639-1649), on Highway 12 just east of Midland.
- The establishment of the Museum of the Upper Lakes in the former Department of Lands and Forests Park on Nancy Island in the Nottawasaga River at Wasaga Beach.
- The partial restoration and reconstruction of the British Naval and Military Establishments (1814-1856) at Penetanguishene.

Sainte-Marie Among the Hurons (1639-1649)

In 1639 the Jesuits set up their central home for the Huron Mission at Sainte-Marie I, which at one time served as the principal community for one-fifth of the European population in New France. To prevent desecration by the invading Iroquois from what is to-day northern New York state, the missionaries burned their home in 1649 and retreated with the natives to a hastily constructed Sainte-Marie II on nearby Christian Island. After a tragic winter, the French and a handful of Hurons fled to Quebec. Sainte-Marie I was the first European community in to-day's Ontario, and the headquarters for six of North America's eight Jesuit martyr saints. These were the first saints canonized by the Roman Catholic Church for deeds in North America; five died in Huronia, 800 miles from the nearest French post on the St. Lawrence River; and three at or near today's Auriesville, New York.

Administration of the Sainte-Marie I complex is under a five-man committee of the Huronia Historical Development Council representing the Ontario Government, the Society of Jesus, which made the site available to the Crown, and the University of Western Ontario, which was commissioned to undertake the historical research and reconstruction.

All major structures have been rebuilt with seventeenth century French skills — broad-axing, hand chopping, adzing and masonry — by Huronia craftsmen, mostly of French-Canadian descent.

Tools, implements, furnishings and utensils being assembled include artifacts excavated on the site, acquisitions of the period in Normandy, and articles fashioned by Ontario craftsmen.

Nearly half a million visitors have watched the progress of reconstruction. In 1967 124,135

Visitors came from the world's six continents, including 41,172 students from 518 Ontario and New York state schools and youth organizations on educational field trips. (The number of students was more than double the previous year.) Guided tours were conducted in English and French.

Three of the notable events recorded last year at Sainte Marie I were:

• The Ontario Government's formal reception for the Very Rev. Pedro Arrupe, S.J., the first Superior General of the Society of Jesus to visit Canada. The ceremonies concluded with Father Arrupe blessing the Indian Church of St. Joseph, the first religious shrine in North America north of Mexico.

• Saint Michael's Choir School, Toronto, presentation of a Memorial In Song on the evening of June 14 to commemorate the 318th anniversary of the sunset burning of the most remote outpost of New France at the time. A recording, Saint Michael's Choir School Sings at Sainte-Marie among the Hurons, will be sold at Sainte-Marie I during 1968 and subsequent years.

• The departure of twenty-four Jesuits by canoe on Sunday morning, August 13 on their 560-mile journey to re-trace the original route of the missionaries and explorers from Huronia to the St. Lawrence River. The departure was preceded by an ecumenical send-off involving ministers of the Canadian Council of Churches and of the Midland and District Ministerial Association and priests of the Society of Jesus. A friendship scroll, bearing words of one of the Jesuit martyrs, St. Jean de Brébeuf, and signed by Protestant and Catholic clerics en route, was deposited in the Christian Pavilion at Expo '67, Montreal.

Brébeuf, an epic set to music, was presented Sunday evening, September 24, at Timothy Eaton Memorial (United) Church, Toronto, and broadcast Tuesday, September 26 over CBC radio station CBL.

The conductor was the distinguished Canadian composer, Dr. Healey Willan, who transcribed for the organ his original orchestration of the late Dr. E. J. Pratt's celebrated poem, "Brébeuf and his Brethren". Choristers were selected from the gallery choirs of Timothy Eaton Memorial Church and St. Mary Magdalene (Anglican) Church, where Dr. Willan is organist-choirmaster.

The organist was Dr. David Ouchterlony, of Timothy Eaton Memorial Church, and the narrator was actor Jean Cavall.

The broadcast, sponsored by the Huronia Historical Development Council and the Department of Tourism and Information, in co-operation with the CBC, marked the twenty-fifth anniversary of the first broadcast of "Brébeuf and his Brethren" on CBC radio and the Feast of the Martyrs, observed annually at the Martyrs' Shrine, Canada's national shrine of the North American martyrs on the hill-top north of Sainte-Marie I.

Visitors to Sainte-Marie I in 1967 included:

Members of the American Association for State and Local History, including Dr. S. K. Stevens, a past president and chairman of U.S. President Lyndon B. Johnson's Advisory Council on Historic Preservation.

Archbishop Gabriel Garrone, Pro-Prefect of the Roman Catholic Sacred Congregation of Seminaries and Universities in Rome.

The Annual Convention of some 300 members of the Sudbury Public School Teachers' Association. Professor R. W. Packer, Department of Geography, University of Western Ontario, addressed the luncheon on "Integrating Field Work, Visits and Studies into Education".

A number of camps in Huronia arranged trips and their leaders from Camp Shawanaga who paddled more than twenty miles from Port Severn and return. Groups of girls arrived weekly from Marygrove Camp, north of Penetanguishene.

Leaders in youth and social activities from France under the auspices of the French Government's Department of Education and the Ontario Department of Education.

The Very Rev. William Bothwell, S.T.M., D.D., Anglican Dean of Montreal.

The Women's Press Club, of London, Eng.

The Patriarch of Macedonia, G. G. Dositej, Archbishop of Ohrid and Metropolitan Macedonia.

Members of the International Federation of Library Associations.

Dr. D. Carlton Williams, recently-appointed president and Vice-chancellor of the University of Western Ontario.

Members of the International Catholic Press Union.

The Most Rev. Joseph R. Windle, D.D., Auxiliary Bishop of Ottawa.

Mr. and Mrs. Paul Piroson, the Belgian couple known to tens of thousands of Canadian World War I veterans because of their dedication for more than forty years to Canada's famed Vimy Memorial in France.

Members of the Waterloo (Ont.) First United Church Canadian Girls in Training, who spent

a week-end in Huronia and reported their visit to that organization's 50,000 members. The teenage girls conducted a Protestant religious service in the Indian Church of St. Joseph.

Brother Charles Henry, Superior General of the Christian Brothers, from Boston, Mass.

Franciscan Tours, of New York, N.Y. and Gray Coach Lines of Toronto inaugurated special services for pilgrims and sightseers.

Tours by youth organizations increased substantially and included: 4-H Clubs sponsored by the Ontario Department of Agriculture; 150 Boy Scouts (triple the number of the previous year) from St. Gregory's the Great School, Buffalo, N.Y.; and three groups organized under the Centennial Youth Travel Program.

Work continued on new developments relating to the site.

The land on the west side of the Wye River was ploughed and disced in preparation for spring planting of period crops. The educational arboretum of trees indigenous to the area immediately north of Sainte-Marie I, was planted under the supervision of the Ontario Department of Lands and Forests.

The finger docks in the Wye River at Sainte-Marie Park were installed by the Canada Department of Public Works. As the river had been dredged and facilities in the seventeenth century tradition completed previously, the Park is ready to serve 1968 visitors arriving by car, boat or on foot.

Design and execution of displays was continued for the museum in the interpretation centre now under construction immediately adjacent to Sainte-Marie I.

Three major additions have been made to the literature and graphics relating to Sainte-Marie I.

The Ontario Department of Education and the Huronia Historical Development Council have published a second edition of The Ethnography of the Huron Indians (1615-1649), by Elisabeth Tooker, of Temple University, Philadelphia, Pa. The original was published by the Smithsonian Institution, Washington, D.C. The new edition has been enhanced by an introduction by Dr. G. Bruce Trigger, Associate Professor of Anthropology at McGill University, Montreal.

The Confederation Life Association of Toronto commissioned a painting of Sainte-Marie I by the noted Canadian historical artist, Vernon Mould, who is chairman of the Sainte-Marie I Museum Planning Committee. The painting is included in Confederation Life's famed Gallery of Canadian History; reproductions with background text are available through Confederation Life and the Huronia Historical Development Council.

Mystic Trail, a one-hour narrative based on the history of the Huron Mission and Sainte-Marie I, was colorcast by the CBC on fifty-six stations of the French and English networks covering most of the urban areas of Canada. Repeat telecasts on both networks are scheduled for 1968.

Filmed in 1967 in Normandy, Quebec and Huronia, Mystic Trail brings into focus graphically for the first time two dimensions of life at Sainte-Marie I:

(1) The contrast between seventeenth century living conditions in the Province of Normandy, France, where many of the Jesuits and explorers originated, and in the most remote outpost of New France at that time.

(2) The first extensive photographic interpretation of seventeenth century winter life within the community and in Huronia.

In 1968, Sainte-Marie I will be open to the public from Saturday, May 18 (the Victoria Day holiday week-end) to Monday, October 14 (Thanksgiving Day).

The Museum of the Upper Lakes

The Museum of the Upper Lakes on Nancy Island in the Nottawasaga River at Wasaga Beach is scheduled to open in 1968.

Here is preserved the 178-year-old charred hull of the storied two-masted schooner, H.M.S. Nancy, the last British built vessel on the upper Great Lakes during the War of 1812-14, and victim of the last armed conflict between the United States and Canada.

The island, two miles from the river's entry into Georgian Bay, was created by more than a century of silt collecting around the submerged bones of the Nancy, which was burned to the waterline in 1814 during an attack by three U.S. warships. The 80-foot hull was discovered on the 44th birthday of Canadian confederation—July 1, 1911 — and raised from a watery grave in 1928. A modest museum, to protect the remnants, was opened at the island on August 14, exactly 114 years after the sinking of the Nancy. In addition to the historic hull, the Museum of the Upper Lakes complex will consist of a major

[1]Dr. Williams succeeded Dr. G. E. Hall in December 1967 as University of Western Ontario representative on the Huronia Historical Development Council.

museum, an electronic theatre and a replica of a Great Lakes lighthouse on neighboring Tower Island.

The museum will display a 12-foot Nancy model, built by the noted marine model-maker, William Van der Valk; a full-scale replica of the Nancy's figure-head, carved originally by Skelling of New York and recreated by sculptor William Clements of Toronto; multi-colored naval signal flags of the War of 1812-14; paintings, originals and reproductions, relating to ships of the Upper Lakes and artifacts illustrating the development of hydrographic charts, navigation, rigging and other aspects of marine technology. In words, graphics and sound, the theatre will relate the narrative of the Nancy: her destruction at this precise locale by the U.S.S. Niagara, the U.S.S. Tigress and the U.S.S. Scorpion told by the Nancy's crew after paddling and rowing 360 miles to northern Lake Huron.

The white, shingled lighthouse, topped by a flashing light, is erected on Tower Island, linked to Nancy Island by a suspension bridge. Here nineteenth-century life on the Great Lakes will be reflected in a series of illustrations by the renowned Canadian historical artist, the late Dr. C. W. Jefferys, and artifacts will record the evolution of navigational aids.

From the upper of the lighthouse's three floors, visitors will be oriented by an aerial mosaic of the region, and be able to look across Nancy Island and view the panorama of the Nottawasaga River south to the Oxbow and north towards Georgian Bay.

From the mainland parking area, visitors will walk a bridge over the Nottawasaga River and immediately into a marine atmosphere as the structures conjure up an impression of sailing vessels. On foundations over cement piles in the river bottom, the museum and theatre have been elevated six feet above the ground and will be reached by timbered walkways.

The Museum of the Upper Lakes is rising on an historic island — but not officially designated as Nancy Island until 1967.

This anomaly came to light when at the request of the Huronia Historical Development Council the Ontario Department of Lands and Forests gained approval from the Canadian Permanent Committee on Geographical Names to change the name of Snake Island to Tower Island. Nancy Island will now be recognized as such on plans, maps and records.

Built for the fur trade in 1789 at Detroit, then British, under the supervision of Forsyth, Robertson and Company, of Montreal, the Nancy is believed to have been named for the wife or daughter of one of the firm's partners, John Robertson.

There were then three main routes from Montreal to the North West: the Ottawa, Mattawa and French Rivers and Georgian Bay; Lake Ontario, the Niagara portage, and Lakes Erie, St. Clair and Huron; and from Lake Ontario at York (Toronto) overland north on Yonge Street to Holland Landing, the Holland River, Lake Simcoe to to-day's Barrie, the Nine Mile Portage, the Willow Creek, the Nottawasaga River and Lake Huron.

During the War of 1812-14, the latter route developed as the principal supply line for British forces.

The two main ports serving and controlling shipping to the north west were Sault Ste. Marie, governing access to Lake Superior and the West, and the trading post of Fort Michilimackinac in the Straits of Mackinaw to Lake Michigan and the West.

At the outbreak of war the Nancy had become the property of the North West Fur Company and was tied up at Foy (Windsor) across the river from Detroit, which had become U.S. territory in 1796. For protection, she had sailed south immediately to nearby Amherstburg and was commissioned as a British transport. A military inventory at the time recorded she was capable of mounting six four-pounder carriage guns and six swivel guns.

While on a trip to Fort Michilimackinac, the Nancy became the sole surviving British vessel on the Upper Lakes when the Royal Fleet was defeated decisively September 9, 1813 at the Battle of Put-In Bay and lost control of Lake Erie.

The U.S. Fleet left Detroit July 3, 1814 to recapture Fort Michilimackinac, lost a year earlier and subsequently supplied by the Nancy from the Nottawasaga base.

Lt. Miller Worsley, Royal Navy, had assumed command of the Nancy and sailed up the river to hide behind a blockhouse. The three U.S. warships arrived August 13 at the Nottawasaga mouth to await the Nancy's return from Fort Michilimackinac but a wood-gathering party quickly discovered the British ruse.

The U.S. ships anchored the next day in the open water to shell the Nancy across the narrow neck of land separating the bay and the river.

This is the comparison of men and armaments: One British ship — 22 seamen, 23 Indians and 9 French Canadian voyageurs; two 24-pounder carronades and one 6-pounder.

Three U.S. ships — 500 men; eighteen 32-pounder carronades, three long 12-pounders, two 24-pounders and one 5½-inch howitzer.

Odds were overwhelming so Lt. Worsley decided to scuttle. A direct hit on the blockhouse, however, fired and sank the Nancy. The British fled into the forest.

Only seventeen days later — August 31 — Lt. Worsley and his force arrived by canoe and rowboat at Fort Michilimackinac after quietly bypassing two of the victorious U.S. warships.

Ninety-three men in four boats rowed into northern Lake Huron, surprised and captured the enemy.

Thus, the U.S.S. Tigress became the H.M.S. Confiance in honour of the ship captured earlier from the French and the U.S.S. Scorpion was renamed H.M.S. Surprise to denote the technique of revenge.

Naval and Military Establishments, at Penetanguishene 1814-56

The first nine structures were completed in the initial year of partial restoration and reconstruction at the British Naval and Military Establishments (1814-1856) at Penetanguishene.

The history of the Establishments stems from October 5, 1793 when John Graves Simcoe, the first lieutenant-governor of Upper Canada, viewed and deemed Penetanguishene harbour an effective site for a naval station to guard against attack from the north.

But the concept lay dormant until the War of 1812-14 and specifically the Battle of Put-In Bay of 1813 when the Americans gained control of Lake Erie and cut the British shipping supply route from York (Toronto) to the garrison at Fort Michilimackinac in northern Lake Huron.

At that time there was no land communication between York and Georgian Bay. Yonge Street, the major road north, ended at Holland Landing; Lake Simcoe was crossed near to-day's Barrie; the Nine Mile Portage connected with the Willow Creek and the headwaters of the Nottawasaga River flowing into the Bay.

The right-of-way for the old Penetanguishene Road (Highways 93 and 27) was cleared in 1814 from Kempenfeldt Bay to Penetanguishene.

This spurred the start of the construction of the Naval Establishment in the winter of 1814-15. ... Boulders and pot holes limited traffic over the Penetanguishene Road and heavy equipment usually was delivered over the Nine Mile Portage to the Nottawasaga. Consequently, the naval headquarters from 1815 to 1817 was transferred to the mouth of the Nottawasaga (to-day's Wasaga Beach).

"Free grants" of land by the government inspired settlement — including military veterans — along the southerly part of the Penetanguishene Road, the right-of-way improved for the transport of troops and supplies, and the naval station returned to Penetanguishene.

The Establishment was designed to transport supplies to military garrisons on Lake Huron and maintain a small "mothballed" fleet of schooners. Lieutenant (later Admiral) Henry Wolsey Bayfield also based his operations there while directing the first hydrographic survey of Lake Huron from 1820 to 1823.

The Rush-Bagot Agreement of 1817 restricted armed vessels on the Great Lakes. The British navy ceased active operations on the Lakes by 1834 and the Establishment later closed.

Remains of two of the early ninteenth century Great Lakes men of war sunk in Penetanguishene harbour after the Agreement — the keel and ribs of the 2-gun schooner U.S.S. Tigress (latterly H.M.S. Confiance) and the hull of the 4-gun schooner H.M.S. Tecumseth (built at Chippawa in 1815) — are preserved adjacent to the Officers' Quarters Museum, the only remaining original building in the Establishments.

The Treaty of Ghent Boundary Commission awarded Drummond Island in northern Lake Huron to the Americans and the British garrison was removed in November, 1828, to Penetanguishene. Although detachments of soldiers had served previously at the Naval Establishment, the arrival of the garrison created the Military Establishment.

Many French Canadian voyageurs, preferring life under the British Crown, moved with the soldiers and their names are perpetuated to-day by numerous families in bilingual Penetanguishene and neighboring Tiny Township.

The Military Establishment served useful subsidiary functions: housing for Royal Engineer officers; the provision of food and equipment for survey parties; administration of pensioners settled nearby; and assistance in the settlement of its pensioned personnel.

There were plans to fortify Penetanguishene similar to Fort Henry at Kingston but before finances were available the military determined that forts were too inflexible and expensive. So Penetanguishene provided accommodation for readily-mobile reinforcements until the Military Establishment was judged unnecessary and turned over to the Provincial Government of Upper Canada by 1856.

The current partial restoration and reconstruction is administered by an Huronia Historical Development Council committee, representing the Ontario Government and the University of Western Ontario. As director of the project, Dr. W. Wilfrid Jury, honorary curator of the University's Museum of Indian Archaeology and Pioneer Life, concentrated the 1967 rebuilding program in the Naval Establishment, mostly on a 45-degree hillside.

Traffic and water flow facilities were improved: the entrance gates were moved south to the new boundary and the road widened at that point to assist traffic; culverts were repaired and additional drains were installed; and a storm sewer and catch basin were built to carry away the run-off from the neighboring Ontario Hospital.

A log cabin, erected earlier on the site of the naval clerk's house by the Penetanguishene Boy Scouts, served as headquarters for the archaeological team, which confirmed earlier information and excavated new sites proposed for later reconstruction.

Most of the buildings at the Establishments are of dovetailed log construction with cedar shingle roofs; some have been rebuilt with concealed stone or cement foundations to assure preservation.

The only structure restored in 1967 was a pensioner's log cabin, including a woodshed and kitchen shelter, used by the current staff as a workshop and for the storage of tools and other equipment.

These nine buildings were reconstructed:

- Naval saw-pit of planks and logs (used to saw lumber for the Naval Establishment and boat repairs);
- Naval blacksmith shop and shed (the former is of dovetailed logs and contains a stone and brick forge; the latter is of logs and planks);
- Dovetailed log magazine on Magazine Island, approximately a quarter mile offshore;
- Lime kiln of field stone and storage shed of vertical log slabs with a slab roof;
- Naval clerk and quarterman's office of dovetailed logs and shed of notched logs;
- Naval guardhouse with lower portion of field stone and upper of dovetailed logs (interior contains two cells with brick walls and iron doors and a solitary confinement cell partially below ground);
- Sailors' barracks (larger dovetailed logs with kitchen at the rear containing the remains of the bake oven excavated in 1967).

In September, Dr. Jury found two grave sites on Magazine Island. They are believed to be those of a surgeon at the Naval Establishment and Thomas Johnstone, a Free Mason who operated the Masonic Arms Inn at the military reserve. The latter's funeral rites, reputed to have been conducted in 1830 by two officers of the garrison, probably constituted the first Masonic burial in the region.

An iron carronade, acquired in 1966 by the University of Western Ontario, has been identified as a post-1811 6-pounder; drawings for an authentic carronade slide have been completed.

Seven life-size military figures, display dramatically the authentic details of contemporary dress; additional figures representing other regiments and the navy are being executed.

The site of the British Naval and Military Establishments (1814-1856) was the scene of several navy and army ceremonials commemorating Canada's Centennial of Confederation for Huronia residents and summer visitors.

On the July 1 national birthday week-end, the Grey and Simcoe Foresters Centennial Guard, in 1867 full dress uniforms, camped there as a convenient departure point for area parades. Like their predecessors of more than a century ago, the volunteers marched with fife and drum to Sunday service in old garrison Church of St. James-on-the-Lines and then left on a week-long march to Owen Sound.

On July 8, a tatoo was enacted by visiting armed services: a concert, the dance of the Sailor's Hornpipe and choral singing by the band and guard of HMCS York, Toronto; the Sentry Changing drill by the G & SF Centennial Guard; and, as a finale, the stirring Sunset Ceremony by the sailors. Representatives of all levels of Government attended.

On three Sundays — July 23, August 6 and September 3 — the G & SF Centennial Guard performed their 1867 Sentry Changing Ceremony.

In 1968, the British Naval and Military Establishments will be open to the public from Saturday, May 18 (the Victoria Day holiday week-end) to Monday, September 2 (Labor Day).

REVENUE AND EXPENDITURE

1. *For year ending March 31, 1967*

Total — Expenditure	$9,017,494	
Revenue	1,666,360	
Excess of Expenditure over Revenue		$7,351,134

2. *Comparison of Revenue and Expenditure*

	Years ending March 31		
(a) Revenue	1965	1966	1967
Main Office	$	$	$
Licences — Tourist Establishment	85,129	95,454	117,718
Ontario Centennial Medallions			268,167
Sales — Publications	4,606	6,964	2,890
Miscellaneous			4,304
Total Main Office	89,735	102,418	393,079
Public Records and Archives			
Microfilming, etc.			4,979
Huronia Historical Parks			
Entrance Fees			9,339
Theatres Branch			
Fees — Censorship	108,993	100,015	82,872
Licences — Theatres, etc.	74,130	75,846	80,538
Miscellaneous	206	204	205
Total Theatres Branch	183,329	176,065	163,615
St. Lawrence Parks Commission			
Entrance Fees	502,280	604,541	627,135
Campsite Permits	69,961	106,827	123,817
Concessions — Rentals	22,609	22,765	20,913
Sale of Souvenirs, etc.	246,605	290,655	306,532
Miscellaneous	12,220	24,666	16,685
Total St. Lawrence Parks Commission	853,675	1,049,454	1,095,082
Ontario Centennial Project			
Perquisites			266
Total Revenue	1,126,739	1,327,937	1,666,360
(b) Expenditure			
Department	3,107,111	4,190,702	6,603,109
St. Lawrence Parks Commission	1,896,033	1,947,104	2,414,385
Total Expenditure	5,003,144	6,137,806	9,017,494

3. *Forecast of Revenue and Expenditure March 31, 1968*

(a) Revenue	Budget	Forecast
Main Office	$	$
Licences — Tourist Establishment	150,000	120,000
Ontario Centennial Medallions	50,000	107,000
Sales — Publications	1,000	2,000
Miscellaneous	1,000	1,000
	202,000	230,000
Public Records and Archives		
Microfilming, etc.	3,000	5,000
Huronia Historical Parks		
Entrance Fees	—	55,000
Sale of Souvenirs	—	2,000
		57,000
Theatres Branch		
Fees — Censorship	80,000	80,000
Licences — Theatres, etc.	72,800	72,000
Miscellaneous	200	1,000
	153,000	153,000

St. Lawrence Parks Commission		
Entrance Fees	671,000	867,000
Campsite Permits	150,000	168,000
Concession Rentals	27,000	40,000
Sale of Souvenirs, etc.	329,000	482,000
Miscellaneous	13,000	13,000
	1,190,000	1,570,000
Ontario Centennial Centre of Science and Technology		
Sale of Artifacts	—	7,200
Miscellaneous	—	800
		8,000
Total Revenue Forecast	1,548,000	2,023,000

(b) Expenditure	Estimates	Forecast
Department	5,954,000	6,396,000
St. Lawrence Parks Commission	2,349,000	2,641,000
Ontario Centennial Centre of Science and Technology	2,224,000	2,064,000
Total Expenditure Forecast	10,527,000	11,101,000

Statement of Revenue
for Year ending March 31, 1967

REVENUE			
Main Office			
Licences — Tourist Establishment		$117,718	
Ontario Centennial Medallions		268,167	
Sales — Publications		2,890	
Miscellaneous		4,304	
			$ 393,079
Public Records and Archives			
Microfilming, etc.			4,979
Huronia Historical Parks			
Entrance Fees			9,339
Theatres Branch			
Fees — Censorship		82,872	
Licences — Theatres	$72,283		
Projectionists	5,445		
Film Exchange	2,810		
		80,538	
Miscellaneous		205	
			163,615
St. Lawrence Parks Commission			
Entrance Fees		627,135	
Campsite Permits		123,817	
Concession Rentals		20,913	
Sale of Souvenirs, etc.		306,532	
Miscellaneous		16,685	
			1,095,082
Ontario Centennial Project			
Perquisites			266
Total Revenue			$1,666,360

Statement of Expenditure

For Year Ending March 31, 1967

	EXPENDITURE		
Main Office			
Minister's Salary — Statutory		$ 12,000	
Salaries	$ 65,290		
Travelling Expenses	15,263		
Maintenance	15,291		
		95,844	
Northern Great Lakes Area Council		11,813	
Membership, Grants		10,700	$ 130,35
Administrative Branch			
Salaries	316,557		
Travelling Expenses	44,116		
Maintenance	70,728		
		431,401	
Restoration of Historic Sites		577,422	
Centennial Planning		497,865	1,506,68
Information and Promotion Division			
Salaries	293,606		
Travelling Expenses	32,365		
Maintenance	248,363		
		574,334	
Photographic Supplies		87,423	
Tours of Editors and Writers		46,884	
Publications		499,797	
Avertising		764,875	
Exhibits, Displays and other Information Services		71,917	2,045,23
Tourist Industry Development Branch			
Salaries	467,030		
Travelling Expenses	81,135		
Maintenance	36,424		
		584,589	
Administration and Enforcement, etc.		41,952	
Grants to Regional Associations		116,979	
Operation of Reception Centres		50,797	794,31
Public Records and Archives			
Salaries	234,696		
Travelling Expenses	16,998		
Maintenance	130,112		
		381,806	
Investigation		5,700	
Publications		7,463	
Advisory Board		2,964	
Grants		54,077	452,01
Theatres Branch			
Salaries		97,047	
Travelling Expenses		9,298	
Maintenance		9,317	115,66
Travel Research Branch			
Salaries	26,578		
Travelling Expenses	2,359		
Maintenance	14,494		
		43,431	
Travel Research		95,000	138,43
St. Lawrence Parks Commission			
Administration			
Salaries	158,753		
Travelling Expenses	7,243		
Maintenance	137,324		
Per diem allowances	2,295		
		305,615	
Land Acquisition		88,386	
Operation of Historic Sites			
Salaries	660,958		
Travelling Expenses	5,000		
Maintenance	182,619		
		848,577	
Purchase of Saleable Merchandise		184,951	
Construction and Development		52,085	
Operation of Parks			
Salaries	509,349		
Travelling Expenses	6,565		
Maintenance	181,814		
		697,728	
Construction and Development		237,043	2,414,38
Ontario Centennial Project			
Salaries	670,901		
Travelling Expenses	21,765		
Maintenance	198,906		
		891,572	
Fees		110,046	
Artifacts and Exhibits		304,995	1,306,61
Special Warrants			113,80
Total Expenditure			$9,017,49

)recast of Expenditure
)r Year Ending March 31, 1968

:ain Office			
Minister's Salary — Statutory		$ 12,000	
Salaries	$ 75,000		
Travelling Expenses	13,000		
Maintenance	16,000		
		104,000	
Northern Great Lakes Area Council		13,000	
Memberships, Grants		12,000	
			$ 141,000
Administrative Branch			
Salaries	328,000		
Travelling	32,000		
Maintenance	77,000		
		437,000	
Restoration of Historic Sites		900,000	
Centennial Planning		822,000	
			2,159,000
formation and Promotion Division			
Salaries	320,000		
Travelling Expenses	53,000		
Maintenance	111,000		
		484,000	
Photographic Supplies		87,000	
Tours of Editors and Writers		72,000	
Publications		525,000	
Avertising		990,000	
Exhibits, Displays and other Information Services		95,000	
			2,253,000
ourist Industry Development Branch			
Salaries	558,000		
Travelling Expenses	109,000		
Maintenance	39,000		
		706,000	
Administration and Enforcement, etc.		16,000	
Grants to Regional Associations		160,000	
Operation of Reception Centres		74,000	
			956,000
ublic Records and Archives			
Salaries	290,000		
Travelling Expenses	18,000		
Maintenance	200,000		
		508,000	
Investigation		6,000	
Publications		12,000	
Advisory Board		4,000	
Grants		67,000	
			597,000
Theatres Branch			
Salaries		116,000	
Travelling Expenses		11,000	
Maintenance		10,000	
			137,000
Travel Research Branch			
Salaries	45,000		
Travelling Expenses	6,000		
Maintenance	13,000		
		64,000	
Travel Research		89,000	
			153,000

St. Lawrence Parks Commission			
Administration			
Salaries	60,000		
Travelling Expenses	5,000		
Maintenance	155,000		
Per diem allowances	3,000		
		223,000	
Land Acquisition		18,000	
Operation of Historic Sites			
Salaries	815,000		
Travelling Expenses	6,000		
Maintenance	203,000		
			1,024,00
Purchase of Saleable Merchandise		292,000	
Construction and Development		195,000	
Operation of Parks			
Salaries	$ 575,000		
Travelling Expenses	12,000		
Maintenance	193,000		
		$ 780,000	
Construction and Development		109,000	
			$2,641,00
Ontario Centennial Centre of Science and Technology			
Salaries	905,000		
Travelling Expenses	22,000		
Maintenance	189,000		
		1,116,000	
Fees (Membership, Training, etc.)		27,000	
Honoraria		1,000	
Consultant Fees		20,000	
Exhibits		875,000	
Audio-visual Productions		25,000	
			2,064,00
Total Forecast of Expenditure			$11,101,00

Membership in and Grants to Travel Organizations — 1966-67

Grants to Regional Associations		
Algoma Regional Tourist Council	$5,000.00	
Algonquin Highlands — Parry Sound-Georgian Bay Regional Tourist Council	5,000.00	
Central Erie Tourist Region Council	5,000.00	
Essex Kent Regional Tourist Region Council	5,000.00	
Great Pine Ridge Tourist Council	5,000.00	
Haliburton Highlands Regional Tourist Council	5,000.00	
Hastings and Land O'Lakes Regional Tourist Council	1,811.98	
Huronia Historic Sites and Tourist Association	5,000.00	
Jeli Voyageur Land Regional Tourist Council	5,000.00	
Kawartha Lakes Regional Tourist Association	5,000.00	
Lake of the Woods Regional Tourist Council	5,000.00	
Lower Ottawa Valley Tourist Council	1,441.75	
Madawaska Valley Regional Tourist Council	5,000.00	
Mid-Western Regional Tourist Council	3,761.59	
Muskoka Regional Tourist Council	5,000.00	
Nipissing Regional Tourist Council	5,000.00	
Patricia Regional Tourist Council	5,000.00	
Rainy River Regional Tourist Council	5,000.00	
Regional Tourist Council of the Grey and Bruce	4,964.15	
Rideau Lakes — 1,000 Islands Regional Tourist Council	5,000.00	
Sarnia Lambton Regional Tourist Council	5,000.00	
Seaway Valley Travel Council	5,000.00	
Temiskaming Regional Tourist Organization	5,000.00	
Upper Lake Superior Tourist Council	5,000.00	
Upper Ottawa Valley Travel Council	5,000.00	
		$116,979.47
Membership in and Grants to Travel Organizations		
Association of Tourist Resorts of Ontario	200.00	
Canadian Tourist Association	1,500.00	
Joint Board of Tourist Associations	4,500.00	
Lake Erie International Vacationland Association	100.00	
Mississippi Parkway Commission	2,000.00	
Northern Ontario Outfitters Association	200.00	
Ontario Motel Association	200.00	
Thousand Islands International Council	2,000.00	
		10,700.00
		$127,679.47

Museums

Alliston, Town of	$ 439.66	
Assiginack, Municipality of	197.33	
Blind River, Town of	300.00	
Bowmanville, Municipality of	741.66	
Brant, County of	866.66	
Brantford, City of	1,000.00	
Bruce, County of	1,000.00	
Bruce Mines, Municipality of	133.33	
Burlington, Municipality of	910.00	
Chatham, Corporation of the City of	1,000.00	
Cobalt, Town of	435.00	
Collingwood, Town of	800.00	
Cornwall, City of	1,000.00	
Dryden, Corporation of the Town of	1,000.00	
Elgin, County of	1,000.00	
Elliot Lake, Improvement District of	1,000.00	
Fenelon Falls, Municipality of	883.33	
Golden Lake Reserve	760.00	
Gore Bay, Municipality of	133.33	
Grand Valley Conservation Authority	1,000.00	
Gravenhurst, Town of	700.00	
Haldimand, County of	300.00	
Haldimand, Township of	312.00	
Halton, County of	1,000.00	
Hastings, County of	990.15	
Huntsville, Town of	698.00	
Huron, County of	1,000.00	
Kenora, Town of	1,000.00	
Kenyon, Township of	448.41	
Lambton, County of	1,000.00	
Lennox and Addington, County of	786.66	
Meaford, Town of	361.32	
Metropolitan Toronto and Region Conservation Authority	1,000.00	
Midland, Town of	1,000.00	
Moira River Conservation Authority	56.40	
Niagara, Town of	796.38	
Niagara Falls, Municipality of	797.33	
North Grimsby, Township of	846.66	
North Marysburgh, Municipality of	723.33	
Oakville, Corporation of the Town of	1,000.00	
Orillia, Town of	1,000.00	
Oshawa, Corporation of the City of	1,000.00	
Owen Sound, City of	1,000.00	
Penetanguishene, Town of	862.50	
Peterborough, City of	600.00	
Pickering, Township of	237.33	
Renfrew, City of	845.22	
St. Catharines, City of	161.66	
St. Joseph, Township of	308.33	
St. Mary's, Municipality of	780.00	
Scarborough, Township of	1,000.00	
Shelburne, Corporation of the Town of	845.18	
Simcoe, County of	1,000.00	
Simcoe, Town of	689.47	
Six Nations Band Council	200.00	
Toronto, City of	4,000.00	
Upper Thames River Conservation Authority	716.84	
Wellington, County of	687.41	
Westport, Corporation of the Village of	226.00	
Woodstock, City of	1,000.00	
		$46,576.8
Ontario Historical Society		6,500.0
Ontario Archaeological Society		1,000.0
		$54,076.8

Tourist Regions	Cabin Est.	Cabin Units	Cottage Est.	Cottage Units	Motel Est.	Motel Units	Motor Hotel Est.	Motor Hotel Units	Resort Est.	Resort Units	Tourist Home Est.	Tourist Home Units	Hotel Est.	Hotel Units	Camp Sites Est.	Camp Sites Units	County Totals Est.	County Totals Units	T. E. Capacities	Total Value By District	All Year Operations No.	All Year Operations Units	All Year Operations Capacities	Houseboats Est.	Houseboats Units
Essex-Kent	4	43	33	328	88	1,324	2	32	3	25	2	24	—	—	16	646	148	2,422	7,663	$ 9,981,500.00	84	1,403	4,028		
Sarnia-Lambton	6	60	39	313	21	287	6	230	5	45	6	39	3	40	10	250	96	1,264	4,121	$ 7,344,000.00	19	489	1,371		
Central Erie	5	75	43	284	72	1,131	2	54	1	10	4	36	2	23	25	1,078	154	2,691	9,323	$ 10,167,600.00	74	1,482	4,383		
Mid West	10	88	10	83	52	810	—	—	—	—	3	23	5	86	17	1,031	97	2,121	6,791	$ 7,509,000.00	55	876	2,216		
Niagara-Iroquoia	53	536	30	261	260	5,640	4	98	—	—	32	411	—	—	40	2,464	419	9,410	30,926	$ 42,638,500.00	176	3,764	10,505		
Metropolitan	14	124	8	196	94	1,648	5	189	2	16	1	12	5	266	25	899	154	3,350	10,147	$ 33,102,450.00	108	2,217	5,042		
Huronia-Lake Simcoe	111	1,061	281	1,999	90	1,286	3	88	27	731	2	11	20	274	30	2,752	564	8,202	25,784	$ 21,532,730.00	66	1,147	3,047		
Kawartha Lakes	11	75	267	1,905	32	441	—	—	64	1,097	4	26	6	64	29	2,143	413	5,751	19,584	$ 16,949,050.00	41	558	1,408		
Great Pine Ridge	21	245	103	806	28	362	—	—	7	62	5	78	6	94	6	881	176	2,528	5,821	$ 6,640,100.00	26	357	956		
Bay of Quinte	7	55	68	400	3	44	—	—	9	107	3	22	—	—	6	468	96	1,096	4,875	$ 2,522,200.00	4	46	169		
Hastings & Land O'Lakes	32	308	157	960	43	481	1	47	23	315	3	39	1	23	19	1,778	279	3,951	15,863	$ 9,840,100.00	50	697	2,271		
Rideau Lakes — 1000 Islands	34	335	214	1,235	68	1,466	1	40	29	405	12	74	4	132	16	1,371	378	5,059	19,693	$ 22,129,700.00	49	1,109	3,443		
Seaway Valley	15	166	9	72	46	740	3	42	1	9	1	16	5	56	9	733	89	1,834	8,303	$ 6.234,000.00	41	716	2,309		
Lower Ottawa Valley	13	138	19	131	46	978	2	188	1	105	11	139	3	296	19	610	114	2,585	6,528	$ 10,904,450.00	68	1,644	4,556		
Upper Ottawa Valley	5	15	84	482	36	409	—	—	11	154	2	17	—	—	17	574	155	1,651	5,681	$ 4,928,250.00	29	334	821		
Madawaska Valley	8	50	109	540	14	162	—	—	18	211	—	—	4	62	12	608	165	1,633	5,342	$ 4,215,400.00	17	216	624		
Highlands of Haliburton	10	68	111	806	6	41	—	—	41	1,098	—	—	3	37	10	732	181	2,782	8,848	$ 6,546,100.00	19	136	359		
Muskoka	38	264	240	1,639	42	462	—	—	90	2,851	5	41	7	121	20	2,105	442	7,483	23,274	$ 18,346,949.00	51	664	1,788		
Grey Bruce	28	293	206	1,280	52	631	1	72	3	108	7	76	26	667	26	1,254	349	4,381	17,648	$ 11,705,500.00	54	828	2,467		
Almaguin Highlands — Parry Sound-Georgian Bay	11	62	276	1,809	26	328	1	20	112	1,190	—	—	2	42	23	751	451	4,202	13,192	$ 11,192,300.00	22	227	631		
Algonquin Park	—	—	—	—	—	—	—	—	5	110	—	—	—	—	2	20	7	130	269	$ 491,000.00	—	—	—		
Nipissing	7	104	135	1,035	37	399	3	156	25	222	—	—	1	20	7	247	215	2,183	7,009	$ 6,449,300.00	44	562	1,645		
Joli-Voyageur Land	12	81	69	436	35	434	—	—	63	334	1	7	3	42	10	460	193	1,794	5,340	$ 5,133,800.00	44	474	1,141		
Manitoulin Espanola	2	43	75	507	13	247	—	—	37	411	—	—	3	40	6	111	136	1,359	4,293	$ 4,942,600.00	15	212	431		
Algoma	18	167	124	676	75	1,147	2	86	70	566	—	—	6	86	16	462	311	3,190	9,907	$ 8,068,200.00	85	1,255	3,561		
Golden Route — Hwy. 101	3	13	16	103	17	300	—	—	10	64	—	—	—	—	1	40	47	520	1,299	$ 1,373,500.00	14	319	770		
Temiskaming	5	39	48	302	14	216	—	—	12	75	—	—	—	—	7	260	86	892	2,183	$ 2,368,200.00	13	195	499		
James Bay Frontier	5	14	7	41	15	256	—	—	7	75	—	—	3	60	3	44	40	490	1,255	$ 1,866,700.00	21	399	997		
Thunder Bay	14	122	63	308	65	817	1	43	35	227	5	33	2	22	21	807	206	2,379	8,241	$ 104,105.30	91	1,050	3,460		
Rainy River	2	4	28	115	12	141	1	17	44	322	—	—	—	—	14	101	101	700	2,969	$ 33,312.50	12	219	738	2	13
Lake of the Woods	2	6	117	803	22	299	—	—	94	947	—	—	—	—	7	167	242	2,222	8,008	$ 101,814.50	16	200	596	2	8
Patricia	4	35	85	451	22	277	2	47	142	1,085	—	—	1	16	9	132	265	2,043	7,449	$ 98,527.50	17	237	746		
TOTALS	510	4,689	3,074	20,306	1,446	23,204	40	1,449	991	12,978	109	1,124	121	2,569	478	25,979	6,769	92,298	307,629	$295,460,938.80	1,425	24,032	66,978	4	21

Visitors to Reception Centres 1959 to 1967

Centre	*1959*	*1960*	*1961*	*1962*	*1963*	*1964*	*1965*	*1966*	*1967*
Kenora	25,542	22,396	29,601	34,643	31,824	30,291	34,881	39,551	44,670
Fort Frances	20,406	18,986	16,694	17,320	18,307	13,064	27,356	23,632	17,675
Rainy River	—	—	—	—	1,112	2,939	4,090	5,028	4,956
Pigeon River	—	—	—	—	—	—	30,079	30,021	30,687
Middle Falls	32,794	32,599	41,807	33,275	33,765	31,182	—	—	—
Sault Ste. Marie	22,013	16,747	25,385	25,598	38,272	29,917	39,906	78,367	17,008
Point Edward*	127,779	130,322	161,094	171,600	180,172	181,077	161,273	154,010	46,078
Windsor (Tunnel)*	42,677	36,948	34,203	40,614	71,513	87,271	84,337	125,363	25,634
Windsor (Bridge)	41,969	47,121	47,506	52,407	49,558	54,367	48,365	52,430	12,504
Fort Erie	29,495	26,525	21,559	32,963	32,963	33,630	32,479	42,791	4,592
Niagara Falls*	103,308	92,995	100,805	108,695	120,452	121,831	108,015	120,232	17,633
Homer (St. Catharines)	61,919	64,747	64,037	60,574	74,202	64,764	52,516	52,230	9,942
Lakeland (Barrie)*	—	—	31,985	52,058	65,077	67,532	70,122	60,823	16,902
1,000 Islands Bridge*	52,248	64,040	78,914	90,350	110,958	103,626	80,498	91,829	88,587
Hill Island	—	—	—	—	—	—	—	—	38,485
Johnstown (Prescott)	16,474	14,898	5,189	3,406	8,889	12,899	11,562	17,769	14,772
Cornwall*	48,306	42,248	48,760	47,629	44,533	62,190	77,342	71,519	90,991
Pointe Fortune	—	—	—	—	—	—	—	—	49,007
Hawkesbury	10,502	9,106	5,454	3,949	5,856	5,594	7,956	8,757	5,383
Lancaster*	25,918	60,598	72,058	85,445	80,669	83,709	27,762	60,823	79,553
TOTAL	662,350	680,276	785,051	860,526	968,120	985,883	898,539	1,035,175	615,059

*—Operated all year

—All other Centres seasonally operated.

Report of Reception Centres 1967

Reception Centre Summary for 1967	Kenora	Fort Frances	Rainy River	Pigeon River	Sault St. Marie	Point Edward All Year	Windsor Tunnel All Year	Windsor Bridge	Fort Erie	Niagara Falls All Year	Homer (St. Catharines)	Lakeland (Barrie) All Year	1,000 Islands Bridge All Year	Hill Island	Johnstown (Prescott)	Pointe-Fortune	Cornwall All Year	Hawkesbury	Lancaster All Year
Total of Visitors to Centre ..	44,670	17,675	4,956	30,687	17,008	46,078	25,634	12,504	4,592	17,633	9,942	16,902	88,587	38,485	14,772	49,007	90,991	5,383	79,553
Total of Parties	13,745	5,438	1,525	9,442	5,233	14,178	7,888	3,847	1,413	5,426	3,059	5,201	27,258	11,842	4,545	15,079	27,998	1,656	24,478

Construction of Tourist Establishments — New 1967

County or District	Cabin Est.	Cabin Units	Cottage Est.	Cottage Units	Motel Est.	Motel Units	Motor Hotel Est.	Motor Hotel Units	Resort Est.	Resort Units	Tourist Home Est.	Tourist Home Units	Hotel Est.	Hotel Units	Campsites Est.	Campsites Units	Other Est.	Other Units	County Totals Est.	County Totals Units	T.E. Capacities Est.	T.E. Capacities Units	Total Value By District
Arnprior	—	—	8	21	6	160	1	126	—	—	1	6	1	83	22	639	—	—	40	1,182	—	—	$ 4,418,426
Huntsville	1	2	18	55	3	19	1	16	2	13	—	—	1	2	10	240	—	—	37	377	—	—	$ 1,083,400
Kenora	1	3	5	17	3	42	1	43	—	—	—	—	—	—	7	93	2	3	19	201	—	—	$ 747,400
London	2	11	5	49	1	56	2	410	—	—	1	6	—	—	11	468	—	—	27	1,218	—	—	$ 4,519,050
North Bay	2	8	11	37	12	130	2	86	5	28	—	—	1	5	9	239	1	6	43	539	—	—	$ 1,553,050
Metro	—	—	1	4	4	116	1	126	—	—	—	—	1	440	3	241	—	—	10	927	—	—	$10,321,500

Total Number of New Establishments		176
Total Number of Completely New Units:	Buildings	2,524
	Campsites	1,920
Total Approximate Value of This New Construction:	Buildings	$21,262,675
	Campsites	$1,380,150

Tourist Establishments Additions 1967

County or District	Cabin Est.	Cabin Units	Cottage Est.	Cottage Units	Motel Est.	Motel Units	Motor Hotel Est.	Motor Hotel Units	Resort Est.	Resort Units	Tourist Home Est.	Tourist Home Units	Hotel Est.	Hotel Units	Campsites Est.	Campsites Units	Other Est.	Other Units	County Totals Est.	County Totals Units	Total Value By District
Arnprior	—	—	2	2	7	42	—	—	—	—	—	—	—	—	4	87	—	—	13	131	$ 278,200
Huntsville	1	1	21	48	6	23	2	26	6	15	—	—	—	—	28	567	—	—	64	680	$ 645,500
Kenora	—	—	15	32	3	13	—	—	22	33	—	—	—	—	—	—	2	3	42	81	$ 275,200
London	—	—	2	2	7	34	—	—	1	20	—	—	—	—	3	63	—	—	13	119	$ 304,400
North Bay	2	10	33	107	6	30	1	36	9	41	—	—	—	—	2	36	9	20	62	280	$ 673,300
Metro	4	6	4	4	10	98	—	—	—	—	—	—	2	235	2	12	—	—	22	355	$1,341,800

Total Number of Completely New Additions to Existing Establishments 216

Total Number of Completely New Units: Buildings 881
Campsites 765

Total Approximate Value of this New Construction: Buildings $3,330,200
Campsites $ 188,200

Tourist Establishments — Reconstruction 1967

County or District	Cabin Est.	Cabin Units	Cottage Est.	Cottage Units	Motel Est.	Motel Units	Motor Hotel Est.	Motor Hotel Units	Resort Est.	Resort Units	Tourist Home Est.	Tourist Home Units	Hotel Est.	Hotel Units	Campsites Est.	Campsites Units	Other Est.	Other Units	County Totals Est.	County Totals Units	Total Value By District
Arnprior	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Huntsville	1	1	4	17	3	17	—	—	2	6	—	—	—	—	—	—	—	—	10	41	—
Kenora	—	—	8	12	—	—	—	—	6	17	—	—	—	—	—	—	—	—	14	29	$ 30,850
London	—	—	—	—	—	—	—	—	1	5	—	—	—	—	—	—	—	—	1	5	$ 40,000
North Bay	—	—	4	8	—	—	—	—	1	1	—	—	—	—	—	—	—	—	5	9	$ 5,000
Metro	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—

Total Number of Reconstructed Establishments 30

Total Number of Units: Buildings 84
Campsites —

Total Approximate Value of this Construction $75,850

Statistics on Film Distribution in 1967

Film Distribution	Direct Screenings	Audience	Television Screenings	Estimated TV Audience
Department				
(2 titles — 142 prints)	1,850	216,250	113	2,900,000
National Film Board				
U.S. (21 titles — 1604 prints)	20,848	1,272,110	1,033	51,000,000
U.K. (7 titles — 60 prints)	129	8,608		
France (1 title — 10 prints)	29	5,311		
Germany (1 title — 10 prints)	27	625		
Modern Talking Pictures	1,254	71,773	184	12,024,000

Statistics on Distribution of Photographs in 1967

	Colour	B & W
Department of Tourism & Information Publications and Promotions	3,877	13,975
Travel Folders and Promotion other than Department	1,296	1,933
Federal Government Departments	352	46
Travel shows, exhibitions and displays	601	499
Canadian newspapers and magazines	162	1,090
U.S. Newspapers and magazines	322	689
Television	67	98
Convention publicity	—	29
Industrial House Organs	21	91
Educational publications	118	591
Other Ontario Government Departments	280	5,271
Lecture Material	254	24
Foreign newspapers, magazines and publications	12	68
U.K. newspapers and magazines	—	52
Canadian film productions	56	20
Souvenirs	4	278
Centennial	29	1,305
	7,451	26,059

Department of Public Records and Archives

ARCHIVES BRANCH

Reading Room and Services to the Public

The various historical programmes associated with Canada's Centennial accelerated the growing public interest in our regional and local history which has become so evident in recent years. During 1967, a total of 4,110 visits for research purposes were made to our public reading room. This constitutes the largest annual total yet recorded. Among persons undertaking research were: university staff and students, authors, school teachers, lawyers, legislators, public media representatives, municipal officials, geographers, land surveyors, architects, geologists and the staff of other government agencies. Many members of the public visiting the Archives were doing so for the first time and this involved more direct guidance on the part of our staff than in previous years.

While no exact statistics of research inquiries answered by mail or telephone are available, it is certain that these exceeded the total of projects carried on by persons visiting the Archives. The demand from various researchers for photocopies of various items in our possession severely strained our resources in this regard. Photocopies prepared for researchers included 760 photostats, 700 photographs, 8,600 Xerox prints and the equivalent of approximately 100 foot reels of microfilm. This photocopying work for the public and other government agencies was, of course, quite apart from the larger volume involved in copying outside material for deposit in the Archives' holdings.

The Archives Branch, in co-operation with our Historical Branch, prepared an exhibit at the C.N.E. in an effort to bring to public attention the functions of this department. Technical assistance was given on request to several local archives and manuscript depositories.

Government Records Section

During 1967 the staff of this section examined and evaluated a large volume of non-current records in various Ontario Government departments and agencies in an effort to select records of enduring administrative and historical significance for permanent preservation. As a result of the newly inaugurated records management programme, the section was also indirectly involved in the evaluation of more routine records series in connection with disposal requests and retention scheduling. During the year archival approval was given for the destruction of some 17,000 cubic feet of government records.

Government files of enduring value comprising a total of some 250 cubic feet were transferred to the Archives in 1967. Among the larger or more important acquisitions were Department of Labour, Ministers' correspondence files, 1905-09, 1941-43, 1952-60 and Deputy Ministers', 1906-09 and 1946-55; Department of Mines, Ministers' files, 1939-48 and 1961-64; Provincial Secretary's Department Ministers' and Deputy Ministers' files, 1946-60 and Assistant Provincial Secretary's files, 1913-17; Provincial Secretary's Department, registers of Crown and mining leases, coroners' books, Indian and ordinance land registers, university appointments and election writs, 1868-1946; Department of Health, Public Health Nursing correspondence and field reports, 1881-1963; and Attorney General's Department, general office and legal files, 1943-47.

Preliminary processing and physical arrangement of all government records transferred during the year was completed. In spite of the research work involved in answering inquiries from the public in the Centennial year, progress was made on the preparation of comprehensive inventories of sevaral government record groups. Inventories were completed for R.G. 15 (Department of Public Works) and R.G. 10 (Department of Health). Several thousand catalogue entries were made for government records.

This section of the Archives Branch is also responsible for the custody and arrangement of those collections of early municipal records obtained by the Archives. During 1967 a determined effort was continued to locate these and, if the relevant municipal officials granted permission, to transfer them to the Archives where they will be available in a central location to scholars and be assured of permanent preservation. In

stances where permission to transfer could not e obtained or where their bulk and limited storical interest made acquisition of originals advisable, microfilm copies were made.

Some municipal records were also acquired om private individuals who had obtained them y various means in earlier years. Among the ore significant accessions of orgiginal docuents were: the minute books of the Townships f Wolford, Montague, Marlborough and Oxford the old Johnstown District, 1801-51; the inute books of South Walsingham Township, 818-88; and assessment rolls for the townships the old Ottawa District, 1791-1853.

The Government Records Section is also reponsible for acquiring Court Records. In the ase of the pre-1850 Courts of Quarter Sesion, these, in effect, constitute municipal ecords. Early Surrogate Court Records also conain information of great interest to genealogists nd regional historians. During 1967, under an greement with the Salt Lake City Genealogical ociety and the Inspector of Legal Offices, over 00 microfilm reels of 19th century Surrogate ourt Records were deposited in the Archives.

Private Manuscripts Section

The volume of historical research for the pubic carried out during the Centennial year was o great that comparatively few major invenories, calendars or guides were completed. For he same reason little interior indexing of documents was carried out. However, the basic nalysis and physical arrangement of newly acquired collections was continued together with essential primary cataloguing.

Despite the above difficulties in regard to rchival processing, there was no curtailment of efforts to locate, acquire and preserve additional rivately owned documents of historical value. Their deposit in an institution specializing in documentary preservation is the only assured means of preventing the ultimate destruction, deterioration or dispersion of these invaluable primary sources of historical information.

More than 400 potential donors (organizaions or individuals) were contacted during 1967 and a total of 107 separate accessions of material resulted numbering several thousand documents.

One of the most significant acquisitions of original material was the Jarvis-Powell Papers (1767-1919) comprising some 1,100 letters and other manuscripts. Members of the two families concerned held high administrative and legal positions in the province and their correspondence throws much light on the contemporary economic and social life of Upper Canada and Canada West. Another very important collection of original documents, the John McDonell (Le Prêtre) Papers contains the correspondence of prominent employees of the North West Company and their relations and friends (1773-1847), as well as an autobiographical narrative by "Spanish" John McDonell. Letters from Miles McDonell, Lord Selkirk's agent at the Red River, are of particular significance, although excerpts from them had been previously published. Among other acquisitions relating to the fur trade were journals of the Michipicoten Hudson's Bay Company post, 1858-59, and miscellaneous documents relating to other Company posts.

Among acquisitions of military records were the Garrison Order Book of Sir Richard Bonny castle, 1837-38, a diary and notebook kept by Sergeant-Major Cox of the 24th Regiment of Foot, 1820-34, and an eyewitness account of the attack on the "Royal George". An 1885 diary and the related correspondence of Dr. J. L. G. McCarthy describes his services during the North West Rebellion.

Early church and mission records contain much information of interest to historians generally. As examples of the range of our acquisitions in this regard, we might mention: the microfilmed records of Anglican and Wesleyan Methodist missions at Moose Factory which include vital statistical entries dating back to the late 18th century; a record book of the Irish Methodist Newtown-Barry Circuit c. 1819-1846; the minute book of the Hallowell Methodist Sunday School, 1829-1898; and a transcript summary of the minute books of the Jesuit Mission at Wikwemikong, 1836-1917.

In addition to many single letters of famous men (including John A. Macdonald), several substantial collections of the original or photocopied papers of prominent families and individuals were acquired in 1967, including those of William Osgoode, Robert Gourlay, the Wallbridge family, the Osler family, Sir Sanford Fleming, Edward Blake and Sir James Whitney. Apart from the papers of such public figures, the Archives acquired large collections of the personal and business papers of less well known individuals which nevertheless shed much light on the social, political and economic life of their times. Among these might be mentioned the Alexander McMartin papers, 1813-80 and the Andrew R. McBain papers, 1857-1904, both dealing primarily with the United Counties area of Eastern Ontario. Many early business and commercial records were also acquired including, for example, the letter books, 1834-46, of William Stewart relating to the early lumber trade.

Newspapers

While the Archives is concerned primarily with non-published material, an exception is made in the case of early issues of this province's newspapers. In effect, these constitute primary source material and are frequently consulted by researchers in conjunction with our manuscript holdings.

Many of the 19th century newspaper runs have been destroyed or exist in only one location where they are in danger of destruction or serious deterioration. During 1967 the Archives continued its attempt to locate remaining issues and to microfilm copies for deposit here in one central location. This is frequently a difficult task, since scattered issues are found in many widely separated locations and must be brought together for filming.

Original issues of 25 different newspapers were acquired by the Archives during the past year. Some of these acquisitions consisted of only one or two issues, but several encompassed several years. Among the more extensive or rare runs we might mention: *The Niagara Gleaner,* 1826-28; *The Carleton Place Herald,* 1855-74; *The Halton Journal,* 1855-58; *The St. Catharines Journal,* 1859-62; and *The Stirling News Argus,* 1879-84.

The Archives used its own cameras to micro film runs (some of them very extensive) o eighteen newspapers held in newspaper offices o by various local institutions and individuals Among these might be noted: *The Woodstoc Monarch,* 1842-48; *The Northern Advanc* (Barrie), 1855-1915; *The Canadian Post* (Lind say), 1874-90; *The Shelburne Free Press,* 1876 1916; and *The Cobalt Nugget,* 1908-1912.

Extensive runs of some 30 Ontario newspaper filed by the Canadian Library Association an other organizations were also added to the Arch ives' holdings in 1967. These totalled 159 on hundred foot reels of positive microfilm. Amon the more important runs were: *The British Whi* (later *Whig Standard* of Kingston), 1843-1903 *The Daily Telegraph* (Kitchener), 1859-62 an 1898-1922; *La Canada* (Ottawa), 1865-69; *Th Canadian Churchman* (Toronto), 1876-1926 *The Freeholder* (Cornwall), 1883-89; and *Th Sudbury Journal,* 1891-1917.

icture, Map and Poster Collections

Public use of our picture and photograph ollections continued to increase during 1967 nd a total of 707 copy-prints were made for esearchers. Some of these were subsequently ublished in scholarly books and articles and in he many regional and municipal publications ssociated with the Centennial.

Accessions to the Archives' picture collection hrough donation or purchase totalled 1,087 tems of which 867 were originals. Among them were some rare early examples of the photog-aphers' art including two ambrotypes, two laguerreotypes, 31 early stereographs (c. 1860-30) and 78 tintypes of the Confederation era. As examples of the range of subjects concerned, we might mention: 49 negative and copy-prints of street scenes, stores, homes, mills, etc. in St. Thomas (c. 1867-75); 158 copy-prints of construction sites and activities during the building of the National Transcontinental Railway, 1906-09; 46 pictures (including 19 glass negatives) of St. Catharines amateur theatrical groups in the 1880s; and two miniatures of two North West Company partners, Donald MacIntosh and Henry Mackenzie.

There were 240 accessions to our map collection during 1967. An acquisition of particular interest was the Patrick McNiff map of 1786 covering early settlement along the St. Lawrence from Pointe au Baudet to Long Sault. This map, showing grants to Loyalists, has been reproduced elsewhere, but our acquisition appears to be the only existing contemporary copy. Other important acquisitions included: transparencies of De Rottenburg's map of Canada West, c. 1850, illustrating contemporary communications; a surveyor's plan showing the seigneuries of Messieurs de Lotbinière and de Longueuil, pre-1822; a town plan of Paris, Ontario, 1876; and a copy (in 54 sections) of a plan of the River Ottawa "from the River Mattawan to Point Fortune" indicating the exact interprovincial boundary, 1866.

Among the posters added to the Archives' holdings in 1967 was a set of eight political cartoon posters caricaturing leading issues durthe federal election campaign of 1891.

Library

The Archives' Library is intended primarily for the use of our own staff in connection with the analysis and arrangement of archival collections. It is also used by members of the public undertaking research in our manuscript collections. While we have an extensive collection of books relating to Ontario's history, most of these are equally available in public libraries, and owing to our limited facilities and specialized functions, we attempt to direct researchers working primarily in published sources to their own local libraries. Nevertheless, our staff Librarian spent much time in 1967 answering written inquiries directed to the Archives which were more related to published than archival sources.

During the past year 239 books, 104 pamphlets, 107 government publications and 34 issues of periodicals were added to our Library holdings, the great majority relating to the specialized history of this province. Subscriptions to nine additional periodicals were also taken out during the year. In addition to extensive cataloguing of newly acquired material, the Librarian was engaged in cataloguing a large backlog of printed material contained within primarily manuscript collections transferred to the Archives in the past years.

HISTORICAL BRANCH

Erection of Plaques

During 1967 the Historical Branch continued its programme of erecting historical plaques commemorating persons, places, events and structures of significance throughout Ontario. Interest aroused by Centennial year programmes was evident in the numbers of requests for plaques received from all parts of the province. Varying degrees of research were carried out in connection with some 350 subjects and 48 plaques were erected in accordance with the recommendations of the Archaeological and Historic Sites Board of Ontario. Special emphasis was placed on subjects relating to Confederation, and plaques were erected commemorating three Fathers of Confederation, Sir William Howland, James Cockburn and George Brown. Hewitt Bernard, the secretary of the crucial pre-Confederation conferences at Quebec and London was commemorated and a general marker was erected in honour of all the Fathers of Confederation from Canada West (now Ontario).

As usual the subjects selected, apart from those dealing with Confederation, covered a broad field of our province's historic parts. To illustrate this point, we might mention: "Kenogamissi Post", a famous Hudson's Bay Company establishment near Timmins; "The Great Western Railway", one of Canada's pioneer rail lines; "The First Provincial Parliament", held at Niagara in 1792; "Robert Holmes 1861-1930", a well-known artist; "The Seigneury of L'Orignal", the first of its exceptional type in this province; "The First Women's Institute"; and the colourful "Timber Rafting on the Ottawa". The number of plaques erected to date totals 517, all within Ontario with the exception of two in the United Kingdom and one in the United States. The branch also co-operated with the Department of Lands and Forests in a special project involving the marking of fourteen portages along the Mattawa River on the historic Trans-Canada canoe route. The relevant research and inscriptions were completed and the plaques should be erected during the coming summer.

The coverage given to the plaque ceremonies carried out by local organizations with the assistance of the Historical Branch has been excellent. Judging by public comment and letters received in the department, it would appear that this programme has been one of the factors responsible for the greatly increased interest in our province in recent years.

Assistance to Local Museums

In 1966 a number of comprehensive display programmes had been suggested to various museums. These embodied the use of up-to-date techniques and equipment. Many of these plans were subsequently adopted as Centennial projects, and in 1967 fourteen more plans were prepared with the assistance of our staff.

Our Museum Advisers also consulted with planners and builders of eight new Centennial museums during the planning and construction stages on matters of design, working facilities and size in accordance with modern professional concepts. In addition the Museums Advisers designed and co-ordinated the construction and format of a major permanent exhibit in the Parliament Buildings. The museums section also prepared survey reports on various other buildings and historic sites. These reports included physical evaluation, summaries of development potential, drawings, picture layouts and so on.

Under the departmental museums grant programme administered by this section, 72 grants have been made to date in the present fiscal year. These matching annual grants for maintanance and curators' salaries averaged $829 per institution.

During the Centennial year our staff Museums Advisers visited a total of 147 local museums in order to provide technical advice and assistance in such fields as display, conservation, identification, cataloguing, administration, financing and publicity.

Our Museums Advisers assisted with the planning and co-ordination of the Ontario Historical Society's annual workshop and presented an illustrated technical dissertation at the convention of the American Association for State and Local History held in Toronto in August-September, 1967.

Archaeological Field Work

Experienced archaeologists were employed during 1967 to carry out a survey and field investigation of previously recorded aboriginal village sites in Huronia and in Victoria County. While no intensive excavation of individual sites was attempted, these surveys re-located more precisely many earlier known sites, detailed their present physical condition, attempted to identify their cultural period, and illustrated artifacts recovered in the course of the survey. Particularly in Huronia priority was given to presumed sites of the European contact period. It is hoped that among the benefits to be derived from this survey will be a more comprehensive and verified list of seventeenth century village sites. This, in turn, will assist in the possible identification of missions and villages mentioned in the Jesuit Relations and other contemporary historical accounts.

Publications and Services

Among other archaeological field projects supported were: an investigation of the site of one of the province's pioneer pottery works in Waterloo; excavation of the remains of a blockhouse of the War of 1812 period at South Lancaster; and an investigation of the sites of historic fur trading posts in the Dryden region.

In 1967 the branch compiled new editions of the brochure *Historic Ontario* and two pamphlets, *Historic Sites and Museums* and *Historical Plaques*. The first-mentioned publication, a profusely illustrated brochure of 84 pages describing in some detail existing historical attractions in various regions of Ontario, was supplied to the Department of Education as well as to Tourism and Information. Frequent requests for copies of the preceding edition from teachers and pupils had indicated that it might be useful for educational purposes quite apart from its appeal to historically minded visitors.

The Historical Branch also provided assistance to other departments of government, to regional tourist organizations, to municipalities and to historical societies in connection with the historical sections of various publications being prepared by these bodies. Extensive research was carried out in the course of verifying historical statements contained in the draft of a *History of Agriculture in Ontario* which is being written by an experienced author. The staff also carried out basic research in connection with the possible future publication of a history of the Department of Labour and undertook preliminary studies and collation of material related to the history of several other government departments.

One of the most active functions of the branch includes the drafting of replies to the many inquiries received from the public and other government agencies regarding Ontario's provincial and regional history and its historical attractions. The volume of inquiries answered in 1967, Canada's Centennial year, was the largest yet recorded.

Special Projects and Exhibits

The Historical Branch prepared a permanent exhibit illustrating and commemorating the growth of our system of parliamentary government. Opened on September 21, 1967 approximately 175 years after the inaugural session of Upper Canada's first legislature at Niagara, this exhibit features facsimiles of carefully selected documents from pre-Magna Carta times to the modern era. Pictures and models are included and emphasis is placed on the adaption of the traditional system to our needs in Canada and Ontario. A detailed catalogue describing items in the exhibit was also prepared. The large number of persons, including organized groups of school children, who have studied this exhibit during the short time that it has been open substantiates its significance and educational value.

The Archives is continuing its support of an extensive survey and inventory of our province's remaining pre-Confederation buildings of historical and architectural significance. This is being carried out under the direction of Prof. W. S. Goulding of the University of Toronto's School of Architecture. It is expected that this inventory, when completed, will for the first time give a relatively comprehensive picture of our more significant remaining historical assets in this field and will prove of considerable assistance to the recently established Ontario Heritage Foundation.

The branch worked closely with other government agencies concerned with the preservation or reconstruction of historic buildings and archaeological or historic sites, including the Huronia Historical Development Council, the St. Lawrence Parks Commission, the Parks Branch of Lands and Forests and the John Graves Simcoe Memorial Foundation. Our staff also took part in the preliminary arrangements connected with the establishment of the Ontario Heritage Foundation.

RECORD SERVICES BRANCH

The Records Centre in Cooksville, which plays a vital role in the programme, became operational in the past year and some 20,000 cubic feet of less active departmental records have been transferred to its custody. During the same period about 17,000 cubic feet of records, judged to possess no administrative, legal or archival value, were destroyed. These figures represent the release of 829 four-drawer cabinets and the equivalent of 9,200 square feet of usable office and vault space. The Centre staff also serviced a total of 3,009 requests for information received from various departments. In most instances this involved delivery of the relevant files.

Bearing in mind that only seven of the government departments had a major records management programme actively under way and that ten departments had not as yet entered into the programme, the results are most encouraging. If the present rate of progress continues in the transfer and disposal programme, the purchase of filing equipment and related storage facilities can reasonably be expected to come to a gradual halt in the forthcoming fiscal year.

During the past year the staff of this recently established branch worked under the immediate supervision of consultants from a private firm employed under contract to train Civil Service personnel and assist in the inauguration of a comprehensive government records management programme. Three record analysts were added to the branch staff. As their own training progresses, these analysts will progressively take over the responsibilities of the consultants in training and advising departmental Records Officers.

ONTARIO ARCHAEOLOGICAL AND HISTORIC SITES ADVISORY BOARD

This twelve-man Board of private citizens act in an advisory capacity to the Minister o matters pertaining to history and archaeology The members include professional historians an anthropologists, as well as other persons note for their knowledge of the province's past.

Among the more important duties of th Board is the selection of suitable subjects for th province's historical plaques and approval o the inscriptions which appear thereon.

During 1966-67 monthly Board meetings wer held in Toronto from October to May. In th course of the summer at least one member o the Board attended each of the forty-eight plaqu unveiling ceremonies and took part in the relate official programme.

The historical plaques erected during 1967 on the advice of the Archaeological and Historic Sites Board of Ontario are listed herewith under the counties or districts in which they are located. The brief descriptive notes which have been added are not copies of the actual inscriptions on the plaques, but are intended merely to indicate the nature of the subject commemorated.

ANT

The Honourable George Brown 1818-1880—An eminent publisher and statesman, Brown was one of the principal architects of Confederation. In later years he retired to his farm-estate "Bow Park" near Brantford. (Cainsville, south side of Highway No. 2.)

RLETON

The Honourable Hamnet Pinhey 1784-1857—A "King's Messenger" and blockade runner during the Napoleonic Wars, Pinhey was allowed 1,000 acres of land in March Township for his services. Here he established his estate "Horace-Ille". Some of its structures, erected in the 1820's and 1830's, still remain in existence either as a whole or in the form of substantial ruins. Later he became prominent in community affairs and served in several public offices. ("Horace-Ille", near South March.)

OCHRANE DISTRICT

Kenogamissi Post—Established by the Hudson's Bay Company in 1794 to counteract fur trading activities of the North West Company in the area, it had a successful and sometimes lucrative existence until its closing in 1822. (Kenogamissi Lake, southwest of Timmins, off Highway No. 144.)

Henry Hudson—This famous navigator made several trips of discovery including one up the Hudson River as far as the site of Albany. In 1610 he discovered Hudson's Bay and wintered here 1610-11. In June, 1611, his mutinous crew set him adrift in a small boat with his son and seven others. They were never seen again. (Centennial Park, Moose Factory.)

URHAM

Newcastle Fish Hatchery 1868—The first fish hatchery in the province and one of the earliest in North America, it operated until 1914. (Site of the hatchery, Clarke Township near junction of Highways No. 2 and 115.)

LGIN

Honourable Mitchell F. Hepburn 1896-1953—Commemorates Ontario's eleventh prime minister who held that office 1934-1942. (Mitchell F. Hepburn Park, St. Thomas.)

ESSEX

The Great Western Railway—One of the province's pioneer railways, its main line, running from Niagara Falls to Windsor, was opened in 1854. (Near Dieppe Gardens and adjacent to foot of Ouellette Avenue, Windsor.)

FRONTENAC

The Rush-Bagot Agreement 1817—This convention between Britain and the United States set a limit on armaments permitted on the Great Lakes and Lake Champlain. It is still in effect. (Grounds of the Royal Military College, Kingston.)

GLENGARRY

***"Cariboo" Cameron 1820-1888**—A descendant of one of Glengarry's pioneer families, Cameron prospected successfully for gold in British Columbia. While there his wife died and he transported her body back to Glengarry for burial. His house, built in 1865, still stands. (Juvénat de Sacré-Coeur, Summerstown.)

The North West Company—Commemorates the famous Canadian fur trading company which for many years played a vital role in the economy and exploration of the nation. Ruinous competition with the Hudson's Bay Company forced the amalgamation of the two rivals in 1821. (The North West Company Museum, Williamstown.)

The Parish of St. Raphael—This parish, begun as a mission for the Highland settlers on the Raisin River in 1786, is one of the oldest in the province. The fine stone church of St. Raphael was begun in 1821 and still stands. (St. Raphael's West.

GREY

The Founding of Owen Sound—Describes the founding of this community from 1840, when the town plot was surveyed, until its incorporation in 1857. (City Hall, Owen Sound.)

KENORA DISTRICT

Rev. Albert Lacombe, O.M.I. 1827-1916—This pioneer Oblate missionary is renowned for his work in the West, particularly among the region's Indians. In 1881 he began construction of the first church at Rat Portage, (Kenora), while ministering to the crews working on construction of the C.P.R. (Nôtre Dame du Portage Church, Kenora.)

LAMBTON

The Voyage of the "Griffon" 1679—Commemorates the voyage of the first ship to sail Lakes Erie, Huron and Michigan. Built by LaSalle on the Niagara River, it vanished while homeward bound from Green Bay. (Point Edward beside Bluewater Bridge.)

Froome and Field Talfourd—The Talfourd brothers emigrated from England in 1832 and took up land in Moore Township. Froome laid out the town plot of "Froomefield" and took an active part in local administrative affairs. (Froomefield Pioneer Cemetery, Highway No. 40 at southern entrance to Sarnia.)

LEEDS

Founding of Lyndhurst—Describes the founding of this community, the site of the province's first successful iron smelter. (Beside the old stone bridge, Lyndhurst.)

LINCOLN

The Royal Canadian Henley Regatta—This plaque commemorates the history of rowing and the establishment of the Canadian Henley, first held at Toronto in 1880. The site was moved in successive years, but since 1903 a section of the old Welland Canal has been used. (Entrance to Henley Regatta Course Grandstand, Main Street, St. Catharines.)

The First Provincial Parliament 1792—Commemorates the opening and subsequent sessions of the province's first parliament in Newark (Niagara-on-the-Lake), then the capital of Upper Canada. (In front of the Town Hall, Niagara-on-the-Lake.)

NORTHUMBERLAND

Honourable James Cockburn 1819-1883—A father of Confederation, Cockburn was one of the representatives from Canada West at the 1864 Quebec Conference. He later became the first Speaker of the new House of Commons at Ottawa. (Hon. James Cockburn Centennial Gardens, Cobourg.)

ONTARIO

Robert Holmes 1861-1930—Commemorates this well known artist, who specialized in painting Canadian wildflowers. (MacLeod Park, Cannington.)

OXFORD

"The Old Stage Road"—This pioneer highway, opened in the closing decade of the eighteenth century, was for many years the preferred road to the Detroit River settlements. (Central School Grounds, East Oxford Township.)

PEEL

Sir William Pearce Howland 1811-1907—Canada's only American-born father of Confederation. (Confederation Square, Toronto Township Offices, Cooksville.)

PRESCOTT

***The Seigneury of L'Orignal/La Seigneurie de L'Orignal**—Commemorates the establishment of the first seigneury in what is now Ontario. First granted in 1674, it was over one hundred yea before significant development took place in t area. (Centennial Park, L'Orignal.)

PRINCE EDWARD

The "Conference Church"—Marks the site important Methodist conferences, one of whi resulted in separation of the Canadian and U. churches, while another dealt with the found tion of what was to become Victoria Universit (Picton United Church, Chapel and Mary Street Picton.)

RENFREW

Timber Rafting on the Ottawa—Commemorat this lucrative trade which for over one hundre years was a very significant factor in the ec nomic life of the Ottawa Valley (Bell Park, Ar prior.)

Lieutenant Christopher James Bell, R.N. 179 1836—A naval veteran, Bell became a pione of the region's lumber industry and the found of Castleford. (1½ miles southeast of Castl ford, at Bonnechere River crossing.)

SIMCOE

The Founding of Orillia—Describes the foun ing of this community which stands on what w originally an Indian reserve. (Town Ha Orillia.)

Hewitt Bernard 1825-1893—Honours this ded cated civil servant who acted as secretary to t Quebec and London Conferences leading Confederation. (Centennial Park, Barrie.)

Founding of Penetanguishene—Commemorat the founding of this community which traces i origin to the former nearby Military and Nav Establishments. (Main Street, Penetanguishene

STORMONT

The Submerged Communities of the St. Lawrence—With the building of the St. Lawrence Seaway, a number of Ontario's oldest settled communities, situated on the river front, were flooded in order to create the new Lake St. Lawrence. (Lakeside Park, Cornwall Township, near Cornwall.)

St. Andrew's Church—This building is the oldest remaining stone structure in the province erected as a church, and is now used as a parish hall. St. Andrew's Church, St. Andrew's West.)

The Rev. John Strachan in Cornwall—Commemorates this pioneer clergyman, legislator and teacher. He served as missionary at Cornwall where he established a boys' school which became renowned for its high academic standards and eminent graduates. (Bishop Strachan Memorial Church, 2nd Street West, Cornwall.)

SUDBURY DISTRICT

***Louis Hémon 1880-1913**—Honours this French author who wrote "Maria Chapdelaine", one of the most widely read books on French Canada. (Chapleau Centennial Park, Chapleau.)

THUNDER BAY DISTRICT

Long Lake Posts—Details the history of fur trading in this area and the bitter competition before 1821 between the rival traders, the North West Company and the Hudson's Bay Company. (Centennial Park, Longlac.)

Mission to the Nipissings 1667—Commemorates the celebration of the first Mass west of Sault Ste. Marie by Father Claude Allouez, S.J. in 1667 (Nipigon Lookout, Highway No. 17, Nipigon.)

Fort Kaministiquia 1717—Gives the history of De la Noue's fur trading post and other seventeenth and eighteenth century posts on the site of Fort William. (City Hall, Fort Wililam.)

The Gladman-Hind Expedition 1857—Describes this famous exploratory expedition, the findings of which played a significant role in the establishment of the province of Manitoba in 1870. (Foot of Arthur Street, Port Arthur.)

TIMISKAMING DISTRICT

The Cobalt Mining Camp—The discovery of vast silver deposits in this area led to the development of the community of Cobalt. The mineral whose name the town bears was first regarded as a nuisance, but later became a valuable commodity. (Opposite the Mining Museum, Cobalt.)

Kirkland Lake Gold Camp—Describes the discovery of rich deposits of gold in this area and the development of a lucrative mining industry. (Highway No. 66 at eastern approach to Kirkland Lake.)

TORONTO (METROPOLITAN)

The Macdonald - Mowat House 1872 — Now owned by Knox College, this old house was owned and lived in by such well known statesmen as Sir John A. Macdonald and Sir Oliver Mowat. (63 St. George Street, Toronto.)

The Loyalists in Upper Canada — Commemorates the United Empire Loyalists who, on losing their homes and possessions in the old Thirteen Colonies because of their support of the British cause during the American Revolution, came to this province to start a new life. (Adjacent to the Legislative Chambers, Parliament Buildings, Queen's Park, Toronto.)

Canada West's Fathers of Confederation — Honours the seven men who represented what is now Ontario at the conferences leading to Confederation. (Main floor, east wing of the Parliament Buildings, Queen's Park, Toronto.)

The Thomson Settlement—Describes the settlement established by Scarborough's first permanent residents, the Thomsons. (Thomson Memorial Park, Scarborough.)

WELLAND

First Cotton Factory—Describes the establishment of one of the province's important industries by the opening of the first cotton factory in the 1840's. (Jaycee's Centennial Park, Albert Street, Thorold.)

"Stamford Park"—Commemorates the country estate of one of the province's early lieutenant-governors, Sir Peregrine Maitland. Here he chose to spend much of his time during his ten-year period of office. (Highway No. 8, Mountain Road intersection, Niagara Falls.)

Founding of Port Robinson—This community was originally the southern terminus of the old Welland Canal and during the mid-nineteenth century had a colourful history. (The public park, Port Robinson.)

WENTWORTH

First Women's Institute 1897—Describes the founding of this international women's organization. ("Edgemount", Ridge Road, about 2 miles from Stoney Creek.)

The Desjardins Canal—One of the province's pioneer canal construction projects, it was undertaken by Pierre Desjardins to connect Dundas with Lake Ontario. (Desjardins Centennial Park, Dundas.)

*Indicates plaques with English and French texts.

Apart from material acquired by purchase, or transferred from Ontario government agencies, the Archives was fortunate during 1967 in the public-spirited co-operation which it received from private, municipal, and institutional owners of historical documents and pictures. The following list includes the names of the donors of the larger or more significant collections during the past year.

Mr. Frank P. Adams, Brantford.
Mr. Anthony Adamson, Port Credit.
Mr. C. L. C. Allinson, Guelph.
Mrs. Grace G. Ambery, Walkerville.
Mr. D. S. Anderson, Toronto.
Arnprior Chonicle and Guide, Arnprior.
Mrs. P. C. Band, Toronto.
Mrs. E. Barraclough, Port Hope.
Mr. V. B. Blake, Toronto.
Miss Helen Bonnycastle, Peterborough.
Mrs. H. J. Brook, Simcoe.
Mr. Ewan Caldwell, Arnprior.
Mrs. E. J. Canfield, Woodstock.
Mrs. Laura A. Clark, St. Petersburg, Florida.
Mrs. Roger Clark, Vineland.
Miss Dorothy Coate, Rosseau Village, Muskoka.
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Mrs. T. D. Cowan, Galt.
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Mr. Donald Fairbairn, Toronto.
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Col. W. J. Franklin, Ottawa.
Mr. J. G. Carl Fraser, Ottawa.
Mr. Ralph Greenhill, Don Mills.
Mr. Cyril Greenland, Toronto.
Dr. Edwin C. Guillet, Toronto.
Mrs. M. T. Hogan, Galt.
Miss Sheilagh S. Jamieson, Glenbow Foundation, Calgary, Alta.
Miss Dorothy Johns, Capitola, California.
Mr. David Ker, Woodstock .
Mr. C. Kipling, Calgary, Alta.
Mrs. Eula C. Lapp, Port Credit.
Mr. Raymond Lapointe, Cornwall.
Mr. R. Larsh, Orillia.
Mr. T. S. Lee, Toronto.
Mr. Clarke E. Leverette, University of Western Ontario, London.
Mr. Norman W. Long, John Graves Simcoe Foundation, Toronto.
Mr. John M. McCarthy, Toronto.
Monsignor Ewan J. MacDonald, Cornwall.
Mr. Arnold D. W. McDonald, Cornwall.
Rev. J. S. McGivern, S.J., Willowdale.
Mrs. Mildred McNamara, Arlington, Virginia.
Mr. Charles McTavish, Owen Sound.
Mr. W. C. Millar, St. Thomas.
Mr. Frank Mills, Toronto.
Mr. Robert Morley, Kingston.
Miss S. L. Muir, Toronto.
Mr. W. Z. Nixon, Simcoe.
Mrs. C. E. Petepiece, Cornwall.
Mr. E. Phipps-Walker, Kingston.
Br. Padraig O'Broin, Scarborough.
Mr. H. A. Pelletier, Toronto.
Mr. Edwin A. Roe, Newmarket.
Mr. A. A. Rose, Willowdale.
Mr. Max Rosenthal, Toronto.
Mr. Howard G. Schreiber, Toronto.
Mr. Joseph Sedgwick, Toronto.
Dr. D. B. Shutt, Guelph.
Mr. Walter Skorokhid, Toronto.
Miss Elizabeth Spicer, London Public Library, London.
Mr. Gerald Stevens, Toronto.
Mrs. Robert Stewart, Dorval, P. Q.
Mrs. Andrew S. Sutherland, Rochester, N.Y.
Mr. Robert A. J. Tait, North Bay.
Mr. David Taylor, Prince Edward Historical Society, Picton.
Mr. Arnold Todd, Cobalt.
Upper Canada Village, Morrisburg.
Victoria College Archives, Toronto.
Mr. Robert Wallace, New York City.
Dr. M. R. Warren, Fort William.
Alex Wilson Publications, Dryden.
Mr. L. D. Zecchino, Willowdale.

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Hon. James Auld, Minister of Tourism and Information

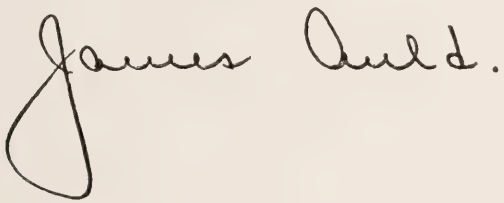
To: The Honourable W. Ross Macdonald, P.C., C.D., Q.C., LL.D.
Lieutenant Governor of the Province of Ontario, in Council

MAY IT PLEASE YOUR HONOUR:

The undersigned has the honour to transmit herewith the Twenty-Third Annual Report of the Department of Tourism and Information and the report of the Department of Public Records and Archives, for the calendar year 1968.

I have the honour to be, Sir,

Your obedient servant,



Toronto, Ontario
February, 1969

Minister of Tourism and Information

toduction

e ourist industry of Ontario is fast being l ed as a major factor in the economy of t io. Many areas of the Province which f ed adversely during the Centennial year d xpo 67 have bounced back to an increase b iness over the 1966 levels.

p tment economists have estimated that n t spending in the province during 1968 a d approximately $1,275,000,000, a 5½% r se over the record Centennial Year spend- 1967. In addition to this, spending on the r ase of recreational items within Ontario is i ated at a further $380,000,000.

t the tourist operators and the tourism g izations are rapidly becoming professional i ir approach to the problems and com- ies that face the industry. This increased o ssionalism has led to more co-operative p ams between the industry and the Depart- t

Department field personnel are assisting l community colleges in their program i ing for courses in the areas of tourism and s t management. These new courses will help i prove the management personnel available t tourist industry.

demise of a number of uneconomic and t uated operations continues from year to a This is improving the tourist plant in the c nce, as the new establishments coming i operation are of improved quality required m et the demands of the travelling public.

ism is now a year-round industry with more more establishments operating throughout e year. With the increased participation in i g and now the great popularity of the o rized toboggan, winter recreation is becom- popular with many people. This, tied in t spring fishing, fall hunting and colour tours the multiplicity of summer activities, is e ing a year-round tourist industry.

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Advertising Branch

The public's image of the Department of Tourism and Information is seen through its marketing approach to all phases of advertising, promotion, and literature.

It would seem by figures reported by the Canadian Government Travel Bureau, and the Ontario Tourist Industry, and the research available to date, that 1968 was a plus year.

We could actually say that 1968 was a very colourful year — with the use of colourful photos, colourful copy, colourful literature and now coloured television.

The potential visitor can sample the vacation attractions of the province, compare them with others in a market place — accept or reject an invitation to visit Ontario that is Friendly, Familiar, Foreign and Near, a province offering a great Ontario adventure vacation 12 months of the year.

Marketing and advertising is both an art and a science. Before substantial sums can be committed, all the available tools of research must be used to gain a comprehensive picture of the market available.

Ontario's major non-domestic market is the north-central and northeastern United States, specifically the states of: Massachusetts, Connecticut, New York, New Jersey, Pennsylvania, Ohio, Michigan, Wisconsin, Minnesota, Illinois and Indiana. These 11 states make up more than 90% of the U.S. travel spending in this province.

Each year in the Department's Advertising and Research Branches in conjunction with the advertising agency, a comprehensive picture of Ontario's potential markets in the U.S. has been built up. From this documented knowledge has come campaigns that are unique in their appeal, and specific in their direction.

This is the age of demographics — the knowing and determining of characteristics of our potential market, the U.S. travellers to Canada, who they are, where they come from, what they are seeking, and just what are their reactions.

We know that our prospect in the U.S. tends to be knowledgeable, informed, sophisticated, and have a wide range of interests, and has the resources to travel comfortably. He tends to take a family vacation with his wife, and likely has an influence in deciding where the family will go, and what it will do on that vacation. It is truly a family decision.

Demographic Characteristics of Potential Ontario Visitors

Within the states representing the best potential for Ontario, the characteristics of the pe most attracted to the advertising camp remain much as they have been in the These prime prospects are described as family oriented with households in n suburbs, where:—

(a) the head of the household is 35-49 yea age
(b) the head of the household has atte college
(c) the household income is $10,000 or m year, with some additional emphasis o prospects with the household income $15,000 or more.

(In a recent study it was found that 18% Ontario visitors had incomes of $29,000 over.)

(d) there are 2 or more children
(e) there is a late model car

A review of U.S. travel market trends, a confirmed the belief and expectations of a tinued growth during the next four years.

The characteristics of the U.S. visitor to On reaffirms the strategy of continuing to pr a balanced impression of Ontario in the market.

The chief new innovation in the Departm 1968 advertising campaign was the use of vision. Full colour 60 second commer based on Ontario's successful "A Plac Stand" film, and using a modification o theme music, were shown in selected major markets. The use of television allowed Department to reach a larger market in U.S.; and to attract a somewhat younger ence, as our research suggests we do. It gives us a much more flexible approach to U.S. markets.

The use of this powerful medium has gr assisted us in presenting Ontario's signif attractions — the great outdoors — to a number of potential tourists in key ma Thus we sought to use TV to present a attractive picture of all aspects of this prov Our aim was not to force our American pects into instant Ontario vacations, but we really sought from them was an aware The creative approach to these three one-m commercials was covered under the subject lakes and beaches, outdoors, history and cul The scheduling of these TV commercials U.S. major markets close to Ontario ran period of about 10 weeks in all.

The Expo film "A Place to Stand" was an a winner. It seems that we are in the positio

. . . so were our TV commercials! The mercials received two international awards. eighth annual festival of the Japan Radio d Television Commercial Council, known as awarded us first prize in the international n, from 163 international entries. The other national award was that of the International and TV Festival of New York, which ded our TV commercial a bronze medal. closer to home, further recognition was ved from the Toronto Art Directors' Club, raphica '68 when these commercials were ded a certificate of merit. As to the success r adventure into television, possibly the best of measurement is saying that we have had ng but positive reaction from both pros- ve travellers who noticed and wrote us — ople who actually ended up visiting us, and ioned to our operators in the province that were there because they had seen our TV nercials.

better is the unsolicited testimonial from ages of Variety magazine, and to quote — neighbours to the north have started to on us to come up. And Ontario is using it, some of its most tempting photography, its most beautiful scenery. The Canadians to have a knack for making awfully good mentaries, even when they are only one te long. These short shorts from Ontario compelling job of selling you the many reasons of why they think you would like sit them — as they welcome you with these words "Friendly, Familiar, Foreign and r . . . Real Cool, too".

print campaign that we used during 1968 a series of photographs obtained by care- planned set up photography, shot in widely rate parts of the province. Each master ograph was used in combination with ller pictures to balance the impressions of province in the reader's mind, and to make point that Ontario has something for every-

main theme in the U.S. print campaign, as as television, was: Friendly, Familiar, ign and Near; as it has proven increasingly tive in terms of recall. Also introduced into ads was the use of the provincial flag. This done to help reinforce the foreign aspect of main theme, and also as a design element would encourage the reader to read into body copy of the advertisements.

marketing approach for the 1968 print paign was that of proper media mix, to complement our TV advertising. National Geographic was used for national selective coverage of our market; Time magazine for regional selective coverage of our primary market; and television for the mass coverage of our prime market.

This year the Department, for the first time, became a full colour, full page advertiser in a hunting and fishing publication. We were joined by more than 170 of the members of N.O.T.O. (the hunting and fishing operators). A direct mail piece incorporating our ad, and the ads of the 170 operators, was then made into a merchandising piece used for distribution at sports shows, as well as U.S. sports shops. In the northeastern and northcentral states this was a most effective promotional piece. This joint co-operative effort thus increased the impact of Ontario's outdoor story.

To back up the enquiries of these advertising campaigns, the Department developed two new information books on hunting and fishing. These books are designed to supplement our advertising and publicity programme, and to provide a little more "sell" and a lot more information, intending to help our prospects make that final decision.

A special "Personality Series" campaign launched in 1967 was again continued this year. As before it proved most effective, creating a favourable impression of Ontario. Accordingly the world famous photographer Yousuf Karsh was commissioned to photograph additional subjects for this series, again featuring people whose lives had been shaped by the Canadian shield.

Literature is looked upon as the backbone of the promotional programme for the Department. It is the main tangible communication piece that portrays Ontario's image to the travelling public. We have strived for the best in design concept, facts and information and believability, as well as above all the simplicity that the reader wants. The flagship among our family of literature is our "Lure Book", it was designed to "lure", to "sell" — for coffee tables and not for car glove compartments. It's low on information, but very big on mouth watering full colour pic- pictures, copy is light-hearted and friendly.

We know our travel prospects require more information before making a final decision, so in our lure book there is placed a postal reply card, which asks the prospects to tell us more about what their specific needs would be. Such as when they are coming, their means of travel, their special interests, the kind of accommoda-

tion they would require, and the particular part of Ontario which they might have the most interest in seeing.

We realize that visitors are not able to see all parts of the province in any one year's vacation, and they are not very likely to visit Kenora and Kingston on the same trip. We know that to-day's traveller likes to travel about, and so we designed a series of route books catering to those needs. They are also illustrated in full colour, but about half of the material is text, and offers much more detailed information than the main lure book. The series of route books includes: Land Between the Lakes, Wilderness Way of the Voyageurs, Trail to Arctic Tidewaters, Champlain Country, and a book published jointly with the province of Quebec — Heritage Highways. In addition to these specific area books we also have a series of special interest publications. Just a few of them are: Ontario Fishing, Ontario Hunting, Ontario Flying, Rocks and Minerals. In addition to this we have a number of publications that are entirely factual, such as: Ontario Travel Facts, Where to Stay, Ski Facilities, Ontario Campsites.

We do not scatter our literature freely, we try to restrict it to those who express a definite interest. Our lure books are generally not available in the province, except in our reception centres. These books, because of cost, are not made easily available to lodges, hotels, motels and restaurants; because of demand we must be selective in our distribution.

A new service of the Advertising Branch during 1968 was promotional assistance to local tourist associations and councils, and the development of better industry literature. The objective of the Advertising Branch was to point out the importance to the industry of having first rate literature. In many cases it is one of the few tools which local tourist associations have, and in many cases has been of low calibre, and thus doing a disservice to themselves as well as to the industry as a whole. We offer the services of our photographic library, as well as design and copy service. In the past year the Department helped in the following publications, with the existing material and creative man hours of its Advertising creative staff:

1. Designed and produced a publication for the Ontario Northland Railroad — The Land of the Polar Bear Express
2. Redesigned the Upper Ottawa Valley lure book
3. Redesigned the Madawaska Valley book
4. Helped the Eastern Ontario Co-Ordinat Council produce a new folder covering of eastern Ontario
5. The Association of Tourist Resorts of C tario redesigned their Association book
6. Redesigned the Northern Ontario Tou Outfitters Association book.

These are only a few of some twenty-odd diff ent jobs undertaken in this category in 1968.

Co-Operative Advertising

It is our belief that it benefits the tourist ind try if we join our advertising with one anoth that of the operators and accommodation s tor, as well as attractions and special events, associations, to make a bigger impression the province as a whole. Thus we have enco aged regional tourist councils and groups tourist operators to plot their advertising ca paign in conjunction with ours. Within our s cial co-operative advertising budget this year Muskoka Regional Tourist Council and Huronia Regional Tourist Council took full vantage of our assistance — with great resu This has encouraged other tourist councils join us in the coming year.

operative Projects

8 marked the second year of a co-operative ture with the Province of Quebec's Depart- nt of Tourism, Fish and Game, in the pro- tion of a joint publication — Heritage High- s, depicting the pleasures of travelling the te from Niagara Falls through to Gaspé. This t campaign utilized newspapers, magazines, radio and in addition we had the assistance the Canadian Government Travel Bureau in nging special promotions in three markets: roit, Boston, and New York. This assistance k the form of shopping mall promotions in troit and two suburban locations in the greater w York area.

addition to the co-operative campaign with the vince of Quebec, the Department has carried for a number of years a joint promotional rt of the Great Lakes Region, with the states Michigan, Wisconsin and Minnesota — a co- rative advertising campaign aimed at the d-western and southern states, that would mote travel of the route of the voyageurs of magnificent land of the Great Lakes. This vertising campaign is backed up with colour- literature supplied by all four parties. The r parties are known as the Northern Great kes Area Council.

e prospective vacationers are getting to know ere to find almost anything they want . . . NTARIO . . . Friendly, Familiar, Foreign and ar.

Press Relations Section

Prime responsibility of this section is to carry out relationships between the Department and representatives of press, special audience magazines, radio and television. This involves a continuing program to encourage all media to support the tourist industry through travel, outdoor and editorial page stories and broadcasts. The section's personnel continued to write and distribute general and specially requested stories to an active mailing list which now has grown to more than 3,000 in Canada and the United States.

As competition for the tourist dollar intensifies year after year, it is imperative that Ontario be kept always in the limelight as a major visitor attraction second to none on this continent. And certainly one way to put it in the forefront and keep it there is to have appealing articles published about it, not simply now and then but on a regular basis.

This is by no means achieved by distributing one article at a time to everyone on the section's mailing list. Instead, the list has been divided into separate categories so that two, three or more different articles on the province's attractions might receive exposure at about the same time.

The list is broken down thusly: The Society of American Travel Writers, representing North America's big circulation newspapers and international magazines; some 445 U.S. daily newspapers within Ontario's richest tourist marketing area — from the mid-west to the Atlantic Seaboard and south to Kentucky; dailies in Ontario and Canada-wide; and upwards of 1,200 U.S. and Canadian trade (or special audience) periodicals whose combined circulation far transcends that of all daily newspapers in North America.

To reach the trade publications the section in 1967 introduced a unique vehicle called SYNOPSIS, a catalogue of Ontario travel stories which goes out exclusively not only to the trade press but to weekly newspapers both in the U.S. and Canada. Heretofore this particular market was virtually untapped and, because of the gratifying results from its outset, the service was continued in 1968. For example the last issue brought response from 95 publications which requested a total of 270 copies of five illustrated stories offered — one on Sainte-Marie among the Hurons at Midland, another on Jack Miner's famous bird sanctuary, one describing a motor tour around Lake Superior, and the other p relating to fishing and camping which led e field.

Encouraged by this response the section acqui more directories listing trade publications discovered 400 additional ones which acc articles on travel, and these are being added the list for distribution in 1969.

Convention interest in Toronto and elsewhere the province brought many requests for speci written articles which were accompanied only by black and white photos but color as w One of the most widely used articles is titled "Vast and Varied — That's Ontari which covers every region in the province describes their attractions. The article is es pecially informative for would - be U.S. visit who know little of what Ontario offers.

Rounding out the section's field of activit was the acquisition last year of a full-time o door writer, whose chief function is to engen a working liaison with the outdoor pre Bulletins on wildlife topics have been going on a regular basis to keep more than 1,3 newspaper outdoor editors and freelance writ in both Canada and the U.S. informed Ontario's hunting and fishing opportunities. A not only is the material widely used, t recipients are so happy to receive the inform tion they often acknowledge the service w credits to the Department.

In the past year the outdoor editor has appear on several radio and TV shows in the U.S. interviews on Ontario hunting and fishing a organized U.S. TV filming of snowmobile mo hunting, Algoma fishing and a moose taggi operation, plus films on outdoor survival, wa eye and rainbow trout fishing, snowmob hunting and ice fishing for the CBC.

In addition he escorted five noted U.S. outdo writers to Ontario's north for material that w produce seven major magazine articles in 196 He also gave addresses to a number of fish a game associations here and in the U.S.

Special Promotion Section

With the co-operation of the Ontario Chambe of Commerce, the Canadian Government Tra Bureau and individual community and res operators, the Department is now in a positi to commence concentrated efforts towards e couraging conventions to hold their meetin within the Province of Ontario. As the wo spread, the Special Promotions division receiv increasing numbers of telephone calls a

ers requesting copies of Convention booklets
l advice regarding site selection for meetings
l conventions.
ring the year all the information regarding
vention facilities, including accommodation,
eting rooms, entertainment and local points
interest, was collated in preparation for the
oduction of an 'Ontario Convention facility
ing.'
her descriptive and pictorial material was
embled to facilitate the publication of a
g-awaited "Ontario Convention Lure Book."
less budget restrictions preclude expenditures
these publications, it is expected that the
oklets will be available early in the new fiscal
ar.
ecial promotions during 1968 included:
nuary 2, 6, 7: Arrangements for TV Film Crew
Winter Sports — Blue Mountain. W. & H.
cholai — Detroit.
nuary 31: Ice Fishing Promotion, Lake Simcoe
th CBC-TV crew.
bruary 5, 6, 7: Winter Sports Promotion —
lisman, Collingwood, Detroit, Media.
b. 23, 24, 25: A cultural exchange programme
glish-speaking Ontario and French-speaking
uebec was undertaken. Six French Canadian
k dancers and singers participated at the Pene-
ng Winterama.
bruary 28, 29: Press and Ontario Exhibitors
ception in conjunction with Sports Show in
troit.
arch 8, 9, 10: Hotel Sales Management Asso-
tion Annual Meeting and Seminar.
arch 12, 14, 20, 21: Easter Seal Tour—Timmy
mmy Programme Promotion.
arch 20: Reception for Press and Ontario
sort Operators in conjunction with Cleveland
orts Show.
arch 24: NATO Tour — Niagara Falls.
arch 30, 31: External Affairs Tour to Niagara
lls — Miss Cowling — 9 European Informa-
n Assistants.
ril 5, 6, 7: Press and Ontario Exhibitor Re-
ption — Minneapolis.
ril 17: A.T.R.O. Presentation of proposed
partmental Convention Programme.
ril 19, 20, 21: Opening of Travel Promotion
Shopping Mall in Detroit, Michigan.
ay 2, 3: Meeting with Creative Tour Opera-
rs Association, Niagara Falls.
ay 12: President of Tunisia, Hamilton to
agara Falls.
ay 14, 15, 16: Attend Shopping Mall Tourist
omotion at Menlo Park, New Jersey.
May 17, 18, 19: Tour with European Travel Mission and P. Belanger, Canadian Government Travel Bureau, Boston Office. Canadian Government Travel Bureau, Michael Caro and Emil Steiner, Swiss Editors Tour—Toronto to Niagara Falls.
May 21, 22, 23, 24, 25, 26: Tour of Toronto and the Niagara peninsula with Herr Cromback, Travel Editor, Cologne, Germany.
June 4, 5, 6, 7: Heritage Highway Promotion, Long Island, New York.
June 14, 15, 16: Tour of Toronto and the Niagara peninsula with Herr Van der Veen, Travel Editor, Netherlands.
June 19, 20, 21, 22, 23: Canadian Golf Open Championship Press Room.
June 17, 18, 19: Australia, New Zealand Travel Mission.
June 26, 27, 28, 29: Arrangements for Kiwanis Convention, Ethnic Press Tour and Launching of O.P.P. Patrol Boat, J. W. Murray.
June 28-July 13 — Randhurst Shopping Mall Promotion, Chicago.
July 3, 4, 5, 6, 7: Canadian Public Relations Society Annual Meeting, Calgary.
July 8, 9, 10, 11, 12: Conduct Ethnic Press Tour — Eastern Ontario.
July 30, 31, Aug. 1, 2, 3, 4: Tour with Mr. George Volger, Radio KWPC and KCII, Iowa.
August 4, 5, 6, 7, 8, 9: Heritage Highway Winners Tour, Southern Ontario.
August 11, 12, 13: Canadian Convention Seminar, Ottawa.
September 8, 9, 10: Northern Great Lakes Area Council Annual Meeting, Michigan.
September 8-20: Tour of Toronto and the Niagara peninsula with John Newnham, Travel Editor, Sydney, Australia.
September 24: Tour Toronto to Midland with Herr W. Hombitzer, Manager, Department for Intercontinental Tours, West Germany.
September 30-October 1, 2, 3: Tour with Mr. and Mrs. Paul Plawin, Travel Editor, Better Homes and Gardens.
October 13: Tour with "Southern Europe" 51 Travel Agents, Journalists and Photographers.
October 25: Meeting with Oshawa Industrial Commission re: Conventions.
November 8: Tour with M. Pinsel, Promotion Manager, KFLD-TV, Chicago.

Photographic Section

During the year Branch photographers were on assignment in the following areas:
N.W. Ontario, N.E. Ontario, S.W. Ontario, Eastern Ontario, Hastings-Land-O'Lakes, Kawartha Lakes, Muskoka, Haliburton, Manitoulin Island, Algonquin Park, Algoma, Sudbury, Parry Sound, North Bay Area, Lake Simcoe Area, Hudson and James Bay shoreline.

Winter photography included the following:
Lakehead Ski areas, Beaver Valley, North Bay Ski area, Horseshoe Valley Ski Area, Muskoka area, Mansfield Ski area, Kenora area, Snowmobile Championships at Mosport, Lake Simcoe, Moose hunt — Geraldton area.

Special Events included:

Canada Ski Instructors Alliance ski school — Muskoka, Canadian National Ski Championships — Collingwood, Cochrane Winter Carnival, Penetanguishene Winter Carnival, North Bay Winter Carnival, Kenora-Baudette Snowmobile race, Telegram Trophy Race — Mosport, Maple Syrup Festival — Elmira, Ottawa Tulip Festival, Niagara Blossom Festival, Kingston Summer Festival, Shaw Festival — Niagara on the Lake, Canadian Albacore Sailing Championship — Muskoka, Muskoka Colour Cavalcade, International Ploughing Match, Niagara Grape Festival.

In addition, the section covered photographic assignment for the following Departments:
Lieutenant-Governor's Office, Prime Minister's Office, Speaker's Office, Legislative Assembly, Civil Service Commission, Social and Family Services, Correctional Services, Municipal Affairs, Labour, Provincial Secretary and Citizenship, Education, Financial and Commercial Affairs, Agriculture and Food, Attorney-General, Public Works.

A continuing programme of photographing new members of staff for Personnel Department is being maintained.

A total of 3109 black and white negatives, and 4191 colour transparencies were filed.

This section also assisted in shooting:
16mm colour footage for a travelogue film — "Canadian Holiday."

A colour television film on Lakehead skiing for distribution to mid-west television stations and a general ski television film was made for distribution to American television stations in Ohio, Michigan, New York and Pennsylvania.

The department also ran a theatre at e Toronto Winter Sports Show.
Branch staff participated in the Detroit ski sh

Print Purchases

In addition to prints purchased of titles relea early in '68, prints of the following films duced by outside agencies were purchased:

A PLACE TO STAND	20 pr
LET'S GO FISHING	10 pr
NIAGARA FALLS PARKLAND	5 pr
TORONTO: THE QUEEN CITY	5 pr

Contracted films:

ALGOMA	10 pri
CITADEL OF UPPER CANADA	10 pri
SAINTE MARIE	20 pri

Televisits:

N.F.B.: 243 replacements prints; this inclu prints of the televisits (30), **ALGOMA,** sh version (50), **CITADEL** (50), **LET'S FISHING** (45).

A copy of the listing of TV stations in the U where the department commercials were be used was forwarded to N.F.B., along with list of contacts, in order that the promos co be placed with these same stations.

ALGOMA, produced by Williams, Drege a Hill, and **CITADEL OF UPPER CANAD** produced by Moreland Latchford Productio were released in January of 1968. Spec screenings were held in the Sault and Kingst areas respectively, following their release.

SAINTE-MARIE AMONG THE HURO was awarded the Maple Leaf Award by C.T.

SAILING FILM, produced by Drege Aud and **NORTHEASTERN ONTARIO** film, p duced by Key Film Productions, to be releas end of January, 1969.

FILM NIGHTS:

Winnipeg: approx. 850 people attended; 6 fil were screened; feature **A PLACE TO STAN**

Ottawa: 3 shows, total audience 900 (capacit feature **A PLACE TO STAND;** program su plemented with 4 other department productio reaction favourable. Held at National Libra Ottawa.

ımer Film Program, National Library,)ıwa: this program ran for 10 consecutive /ndays throughout the summer months of ı· and August. Featuring **A PLACE TO ıND** throughout the summer; the other films the program changed every second week. al audience for summer: approx. 4500, or rox. 250 for each show. (18 shows)

ILINGS: follow-up mailings to all those borrowed films in '67 was done; also mail- to Women's Institutes (1500) in Ontario, ch resulted in approximately 800 requests department catalogue; also Ontario Camping ociation list.

lowing release of new films, plus purchase of itional titles produced by outside agencies, a v catalogue was prepared.

number of film programs were arranged for ociations throughout the province using **A ACE TO STAND** as the feature. The district ces picked this up and arranged similar eenings in their particular areas. The acquisi- n of the Expo film afforded an excellent portunity to publicize the department library; ariably a request for this film alone, when nfirmed and a catalogue was forwarded with confirmation, resulted in further requests for ns.

Information Branch

The Information Branch promotes tourism in Ontario by: face to face travel counselling, servicing mail and telephone inquiries and by judicious bulk distribution of promotional literature on Ontario.

The Information Services Section

The Information Services Section, although volume of inquiries, as expected, were down from Centennial Year, serviced close to a quarter of a million mail inquiries (223,855) and 40,940 telephone inquiries. The Travel Counselling Centre at Head Office assisted approximately 9,000 visitors with their Ontario travel inquiries.

The inquiry lists produced by the Department for Regional Councils, Chambers of Commerce and establishment operators increased by 50% to 12,182 specific interest requests. Many of these good quality requests are generated through the Sports and Travel Show programme. Through the use of automatic typewriters the Department personalized more and more answers to inquiries from the travelling public.

Departmental literature to the extent of approximately five million pieces, was distributed in appropriate quantities to related organizations throughout the United States and Canada. In Ontario, the Department's Tourist Reception Centres and the Regional Council or Chamber of Commerce information bureaux are the prime recipients of quantity allotments. In the United States, the Canadian Government Travel Bureau offices are top priority, followed by Automobile Clubs, touring services, transportation companies, and travel agencies.

In addition, quantities of literature were allocated: to transportation companies for special promotions; to assist bids for conventions for Ontario; and pre-convention mailings to potential delegates to conventions taking place within the Province.

Travel Counselling Section

The Travel and Sports Shows programme to advise the travelling public of Ontario's attractions took in the following cities: Chicago, Cincinnati, Cleveland, Dallas, Detroit, Des Moines, Indianapolis, Kansas City, Milwaukee and Montreal. Information was also supplied to visitors at the Toronto Canadian National Exhibition.

The Ski Shows programme highlighted Ontario's winter vacations in Detroit, Cleveland and Minneapolis.

Direct Travel Counselling services to the pul continued through our programme with Canadian Government Travel Bureaux. Dur May and June, Travel Counsellors were loca in Boston, Chicago, Cleveland, Detroit, India polis, New York, Pittsburgh and Washingt Each assignment was for a 5-6 week duratio

A new type of direct counselling was succe fully promoted this year in co-operation w Canadian Government Travel Bureau and t Province of Quebec. Mall promotions entit "Heritage Highways" took place in Rosevil Michigan; Metuchan, N.J.; Long Island, N. and Chicago, Ill., for a total of eight weeks.

Other special assignments included assisti delegates at twenty-two conventions throughc Ontario with travel inquiries.

The Ontario Government Exhibit in Niaga Falls has been in operation all year with u formed counsellors providing information the exhibit area and Department of the Onta Government.

More than 56,000 people were taken on tou of the Legislature and 90,000 queries for t Government Building Information we answered. Building queries doubled this ye due to the new service provided by our cou sellors at Information Desk locations in the ne complex.

ch year, Ontario serves three times as many eign visitors as it has residents — a ratio that ne of the highest of any major tourist juris- tions in the world. The Travel Research nch has made data available on these, and the many tourists from our own and other nadian provinces.

neral information on many aspects of Ontario rism is now contained in the publication — atistical Handbook, 1968" which is available distribution to government, industry, educa- nal organizations, and others.

S. Visitor Studies

"accidental quota sample" of U.S. visitors s made by personal interview conducted with erators of U.S. licensed automobiles as they re stopped for car servicing at widely dis- buted service stations throughout Ontario. ta obtained was published in the report — as Station Survey, 1967".

short report was prepared on — "The Ratio First-Time Visitors to Ontario" based on a .S. Automobile Exit Study, Summer, 1968" d another on "The Ratio of U.S. Visitors to e Ontario Population".

continuous sampling of tourists who register Ontario Government Reception Centres ainly U.S. visitors) has resulted in publication the report — "Visitors to Ontario Govern- nt Reception Centres, 1965, 1966 and 1967" ich provides extensive information on the pe of visitor from the United States, their gin, destination and expenditures.

tario Studies

ere are a number of sources of information the origin, destination and expenditures of S. and other foreign visitors to Ontario, but far, no reliable data had been gathered on the vel habits and expenditures of Ontario idents and of the total travel market in the ovince. A study has recently been completed ich now provides an initial general framework the understanding of the travel habits of tarians. A detailed, in-depth study could not done, however, owing to the size and com- exity of the subject, and given present research ources. Data obtained is now available in e report — "A Study of the Travel Habits of tario Households, June 15, 1966 to June 14, 67".

e "Northwestern Ontario Tourist Industry udy", prepared during 1968, is the most com- ehensive report on this part of Ontario to date, offering twenty-seven recommendations for development of the tourist industry in the area of study.

The growth in camping in Ontario is of special interest to many, and a progress report — "Camping Development in Ontario, 1968" was prepared, showing facts on the growth of facilities, number and origin and destination of our campers, and other related aspects.

Over 33 "short reports" such as: "Number of Visitors to Ontario Vacation Areas and their Expenditures (Direct) Compared with Expenditures of Local Residents, 1966" and "Number of Visitors, Length of Stay, and Yearly Total Expenditure for Selected Attractions in Ontario, 1967" were prepared as were feasibility studies for a number of proposed tourist attractions.

A report, "Ontario Tourist Establishment Occupancy, January and July, 1968" was prepared, covering occupancy for all types of establishments during those months, as well as "short reports" covering specific establishment aspects such as:

"Growth in per cent of Motel and Motor Hotel Rental Units in Northeastern and Northwestern Ontario, Compared with Southern, and All Ontario, 1965 and 1966",

"Number of Motel Units in Algoma, Compared with Total for Ontario, 1960 and 1966",

"Tourist Accommodation and Type of Establishments, Muskoka and Huntsville, 1960",

"Muskoka Report on Occupancy, July and August, 1967 — Comparison of Over and Under Fifty Units".

A major continuing project, that of the Province-wide Tourism and Outdoor Recreation Plan, is being carried out by an Interdepartmental Committee, consisting of representatives of the following Departments, and chaired by the Director of Travel Research Branch:

Department of Municipal Affairs, Official Plans Section

Department of Highways, Traffic and Planning Studies

Department of Energy and Resources Management, Conservation Authorities Branch

Department of Treasury and Economics

Department of Lands and Forests, Parks Branch

Department of Education, Youth and Recreation Branch

in order to formulate alternative plans for goals defined in the statement by the Prime Minister on Regional Development policies, April 5, 1966, in so far as they relate to tourism and outdoor recreation.

Since its formation in November, 1967, twenty-nine meetings have been held, and a design for a province-wide Tourism and Outdoor Recreation Participation and Demand Study will shortly be presented to the Advisory Committee for Regional Development for approval. It is estimated that it will require approximately five years to complete this research and planning project.

Current Recreation Land Use Inventory

This project, covering all types of outdoor recreation land use in the province, is another continuing project. During 1968, the balance of the territory was covered, and previous data updated. The material is now ready for analysis and will be used in conjunction with the Canada Land Use Inventory and in preparation of the province-wide Tourism and Outdoor Recreation Plan.

Tourist Industry Development Branch

The Department, through the activities of the Branch, administers grants to tourist councils across Ontario. In two areas of the Province, Eastern Ontario and Southwestern Ontario, there are now co-ordinating councils of the tourist associations. The role of these councils is to co-ordinate the promotion, development and planning for tourism in their sectors of the province.

The place where these councils may play a leading role in tourism is in the changing pattern of regional government and regional planning in Ontario. Involvement of these councils with regional governments and regional planning will lead also to further involvement by the Department itself.

The programs of the Tourist Industry Development Branch serve the industry in the following ways:

The administration of The Department of Tourism and Information Act and regulations through the counselling, licencing and inspection of the tourist accommodations in the interest of the travelling public. Counselling is done to inform the operators on techniques of management, promotion of their establishment and the servicing of the travelling public. A large number of prospective operators were counselled on the requirements of the Department and how to operate a successful tourist establishment.

The providing of hospitality seminars directed towards the operators of industries related to tourism.

The providing of high school seminars to acquaint students with the tourist industry and the job opportunities of this industry.

A new type of seminar, "Hospitality Plus," was tried in 1968 in two provincial parks in the Parry Sound District. These seminars were to acquaint the park users with other tourist attractions in the vicinity and in other areas of Ontario.

The field staff of the Department are responsible for the continued compilation of data for departmental publications such as: Where to Stay, Marine Facilities, Campsites and Ski Facilities.

The Tourist Industry Development Branch is responsible for the administration of grants of up to $5,000 available to the 36 Regional Tourist Councils of the Province, and the Branch further assists in co-ordinating the efforts of these councils on activities in support of the tourist industry.

5. A representative of the Branch works together with the Ontario Craft Foundation and the crafts industry to promote Ontario crafts as souvenirs for the travelling public.
6. The Branch serves as a representative of the Department on many inter-departmental committees which have influence on the travel industry of Ontario.
7. A new program of the Department has been the co-operation with the Ontario Federation of Agriculture to counsel farm operators who want to provide farm vacations as a supplement to farm income.

Eastern Region

The Eastern Ontario Administrative Region involves the counties of The Eastern Ontario Economic Region and the two counties of Hastings and Lennox and Addington in the Lake Ontario Economic Region.

This region is the site of many outstanding tourist attractions such as Upper Canada Village, Fort Henry, the Thousand Islands of the St. Lawrence, the Historic Rideau Waterway and the National Capital, Ottawa.

South Central Region

The South Central Ontario Administrative Region includes nine counties bordering Lake Ontario and the area of Metropolitan Toronto. The counties included in this region are: Northumberland, Durham, Ontario, York, Peel, Halton, Wentworth, Lincoln and Welland.

This is a region containing the major portion of the population of Ontario with many popular tourist attractions. Several outstanding attractions and events of this region are those of; Niagara Falls, the Canadian National Exhibition, Black Creek Pioneer Village, the major league sports that this area is known for, the Toronto City Hall and the Ontario Parliament Buildings.

Southwestern Region

The Southwestern, or Land Between the Lakes, Administrative Region embraces the St. Clair, Lake Erie, Mid-Western Economic Regions, Grey, Bruce and Dufferin, Counties of the Georgian Bay Economic Region and Brant and Haldimand Counties of Niagara Economic Region. This region could be aptly called the festival region with its many first rate festivals. Some of the larger festivals of the area are: the Stratford Shakespearean Festival, the Elmira Maple Syrup Festival, the Kitchener Winterfest, the Zurich Bean Festival and the Fergus Highland Games.

Central Region

The Central Ontario Administrative Region covers the Counties of Peterborough, Victoria, Simcoe, the District of Muskoka, the Provisional County of Haliburton and Algonquin Park.

This region due to its many lakes may be best known as the cottage country of Metropolitan Toronto. The region also provides much of the popular cruising waters of the Trent-Severn Waterway and is the site of one of Ontario's newest major tourist attractions, Sainte-Marie among the Hurons, at Midland.

Northeastern Region

The Northeastern Ontario Administrative Region is an area bounded by the Quebec Border, James Bay and Hudson Bay, Thunder Bay Electoral District, Lake Superior, Georgian Bay and includes the District of Parry Sound.

The region long known for its excellent hunting and fishing is slowly developing other types of tourist attractions, examples of which are the replica fur trading fort, Wosguhaegan, at Sault Ste. Marie and the Ontario Northland Polar Bear Express from Cochrane to Moosonee.

Northwestern Region

The Northwestern Ontario Administrative Region includes the Districts of Kenora, Rainy River and Thunder Bay, an area of 550 highway miles east to west and from the International boundary to Hudson Bay. The topography is one of lakes, rivers and rugged forested terrain ideally suited to hunting, fishing and general vacationing.

This is a region known for its outpost and fly-in hunting and fishing camps. Other major tourist activities involve ski developments at the Lakehead and the Lake of the Woods Annual International Sailing Regatta.

ree of Ontario's more significant historic sis are being developed. These are:

- The reconstruction of Sainte-Marie among the Hurons (1639-1649), on Highway 12 just east of Midland.
- The establishment of the Museum of the Upper Lakes in the former Department of Lands and Forests Park on Nancy Island in the Nottawasaga River at Wasaga Beach.
- The partial restoration and reconstruction of the British Naval and Military Establishments (1814-1856) at Penetanguishene. The research and re-creation of this site are being executed for the Government by the University of Western Ontario, London.

inte-Marie Among the Hurons (1639-1649)

1639 the Jesuits set up their central home the Huron Mission at Sainte-Marie I, which one time served as the principal community one-fifth of the European population in w France.

prevent desecraiton by the invading Iroquois om what is today's northern New York state, missionaries burned their homes in 1649 and reated with the natives to a hastily-conucted Sainte-Marie II on nearby Christian and.

ter a tragic winter, the French and a handful Hurons fled to Quebec.

inte-Marie I was the first European comunity in today's Ontario and the headquarters r six of North America's eight French Jesuit artyr saints. These were the first saints nonized by the Roman Catholic Church for eds in North America: five died in Huronia, 0 miles from the nearest French post on the Lawrence River; and three at or near today's ıriesville, N.Y.

ıe 2.8-acre community (765 feet long and 200 et at the widest) has been rebuilt with sevententh century French skills — broad-axing, nd chopping, adzing and masonry — by uronia craftsmen, mostly of French Canadian scent.

ools, implements, furnishings and utensils ing assembled include artifacts excavated on e site, acquisitions of the period in Normandy, d articles fashioned by Ontario craftsmen.

djacent Sainte-Marie Park provides barbecues, el, longhouse-style shelters, drinking water, bles for picnickers; and finger docks on the ye River to enable pleasure craft to retrace e last miles of the original route from uebec to Sainte-Marie I.

Also immediately outside the community, these developments are progressing: the Orientation Centre housing a resource facility for students, a museum (scheduled to open late in 1970) and twin theatres for the presentation, starting in 1969, of an award-winning color film interpreting Indian and Jesuit life in the region 300 years ago; an educational arboretum of thirty-two species of identified trees and shrubs indigenous to Huronia; and the first planting of seventeenth century agriculture — crabapple trees, Indian corn, sunflowers and tobacco.

An expanding inventory of source material and audio visual aids available to educators, students and the public at Sainte-Marie I was enhanced by the completion of a set of two high fidelity long playing records — Brébeuf and his Brethren. The epic of the Huron mission by Dr. E. J. Pratt was set to music by Dr. Healey Willan, narrated by Jean Cavall and sung by the combined gallery choirs of the churches of St. Mary Magdalene and Timothy Eaton Memorial, Toronto, with Dr. David Ouchterlony at the organ.

The Sainte-Marie among the Hurons film, which won the Canadian Tourist Association's Maple Leaf Award for the best 16 mm. film on travel and recreation in 1968, was colorcast on the CBC network and is scheduled nine times on the Department of Education's ETV series.

A total of 617,779 travellers from the world's six continents has viewed the phases of reconstruction. Visitors in 1968 increased by nine per cent over the previous year to 134,442, including 44,051 students on educational field trips from Ontario, Quebec, Alberta, Saskatchewan and New York state. Guided tours were conducted in English and French.

Immediately east of Sainte-Marie I, the Canadian Wildlife Service, Department of Indian Affairs and Northern Development, is establishing the Wye Marsh Wildlife Centre, a new concept in the interpretation of the eastern hardwood forest region. This facility is scheduled to open in 1969.

The co-ordination by two levels of government will afford rare — if not unique — benefits for educators, students and the public: interpretation of natural and human history within a single valley.

Two of the notable events recorded at Sainte-Marie I last year were:

- On June 14 — the 319th anniversary of the burning of Sainte-Marie I — a ceremony honoring Dr. W. Wilfrid Jury.

A plaque, unveiled at the entrance by the Hon. William G. Davis, Minister of Education, bears this text:
"This reconstruction of Sainte-Marie among the Hurons was carried out under the direction of W. Wilfrid Jury, D. ès L., Honorary Curator of the University of Western Ontario's Museum of Indian Archaeology and Pioneer Life."
Tributes also were spoken by:
Dr. R. N. Sherville, Dean, Middlesex College, University of Western Ontario;
Rev. J. F. McCaffrey, S.J., Director of the neighboring Martyrs' Shrine, Canada's national shrine of the North American martyrs;
Very Rev. A. J. Macdougall, S.J., Provincial of the Jesuit Fathers, Upper Canada Province;
Rev. Adrien Pouliot, S.J., Curator, Old Jesuit House, Sillery, Que.;
And W. H. Cranston, chairman of the Huronia Historical Development Council.
The Society of Jesus presented these priceless artifacts to Mr. Davis, representing the Government of Ontario, for preservation in the Sainte-Marie I museum:
A 336-year-old book, one of the first used in Ontario, contains handwriting identified as that of Father Paul Le Jeune, Superior of the Jesuits in Quebec in the 1630's. He assigned the book to the Huron Mission, where it probably remained until the Jesuits returned to Quebec in 1650. When the British seized the Jesuit residence in 1759, the fathers gave many of their possessions, including the book, to the Sisters of the Quebec General Hospital in appreciation of their treatment of wounded and ill soldiers;
A Papal Bull issued by Pope Urban VII in 1644 granting a plenary indulgence to pilgrims visiting the chapel at Sainte-Marie on the feast day of St. Joseph;
A lead plaque bearing the name of Jean de Brébeuf. This was excavated in 1954 in the Indian Church of St. Joseph at Sainte-Marie I and is believed to have been placed in the martyr's coffin when he was buried there;
A missal, a set of altar canons, a picture of St. Joseph, an ivory crucifix, candlesticks, altar vases and feast day vestments.
Chairman of the testimonial was Mr. Cranston, who heads the Huronia Historical Development Council which advises the Government on the development of Sainte-Marie I. Other members of this committee are: D. Carl Williams, President and Vice-Chancellor of the University of Western Ontario; Dean Shervill; Dr. Jury; Father McCaffrey; and Rev. Vincent J. Jensc S.J., Chairman, History Department, St. Pau College, Winnipeg, Man.
The precious artifacts will not be on public vi until the autumn of 1970 when the 10,000 squa foot interpretative museum will be opened in t Sainte-Marie I Orientation Centre. Verno Mould, the noted Canadian historical artist, chairman of the Sainte-Marie I Museum Pla ning Committee.

• On July 26, the Hon. Paul Hellyer, Feder Minister of Transport, officially opened the W River Entrance Channel and the Sainte-Mar Park Docks.

The ceremony was held aboard the Transpo Vessel Parry Sound tied up to several of t eleven finger docks on the river at the interse tion of Highway 12.

The Ontario Government was represented b the Hon. James Auld, Minister of Tourism a Information, and the Hon. Allan Lawrenc Minister of Mines. In addition to Mr. Helly and Mr. Auld, speakers were: Father McCaffre Mr. Cranston and the chairman, A. S. Bra Deputy Minister of the Department of Touris and Information.

This was followed by a tour of Sainte-Mar by the official party.

The Parry Sound was escorted down and u the river by hundreds of pleasure boaters, i cluding the Nor'wester Canoe Brigade, co sisting of descendants of the founders of t Northwest Company.

Sainte-Marie Park was a joint undertaking the Federal and Provincial administrations: t river was dredged and the docks were install by the Canada Department of Public Works a the remainder of the facilities — those built the seventeenth century tradition — by t Ontario Government.

The conveniences for visitors arriving by ca boat or on foot were improved in 1968 by t addition of pedestrian bridges linking the Pa with nearby Martyrs' Shrine and Sainte-Mari Visitors to Sainte-Marie I in 1968 included:

Fourteen teachers from the Metropolit Toronto Separate School Board on a two-d orientation;

(These teachers participated in an unique e perience: they watched the first achaeologic excavation at the Father Joseph Le Carc Centre, a Huron Indian village site near Mi land purchased by their Board. Students wi dig the acreage under qualified supervision

aist in their understanding of human antiquity. Ie name memorializes a Recollet priest, the fit missionary to arrive in the Huron country ad celebrant at the earliest Christian religious svices in today's Ontario on August 12, 1615 a nearby Carhagouha.)

Jnors History students from Waterloo Itheran University, Waterloo.

luseum of the Upper Lakes

ie Museum of the Upper Lakes on Nancy land in the Nottawasaga River at Wasaga ach is scheduled to open in 1969.

ere is preserved the 179-year-old charred hull the storied two-masted schooner, Nancy, the st British-built vessel on the upper Great Lakes ring the War of 1812-14, and victim of the st armed conflict between the United States id Canada.

he island, two miles from the river's entry to Georgian Bay, was created by more than a ntury of silt collecting around the submerged ones of Nancy, which was burned to the water-ne in 1814 during an attack by three U.S. war-ips. The 80-foot hull was discovered on the 4th birthday of Canadian confederation — ly 1, 1911 — and raised from a watery grave 1928. A modest museum, to protect the mnants, was opened at the island on August 4, exactly 114 years after the sinking of Nancy.

n addition to the historic hull, the Museum of ie Upper Lakes complex will consist of a major ew museum, an electronic theatre and a replica f a Great Lakes lighthouse on neighboring ower Island.

The Museum will display a 12-foot Nancy odel, built by the noted marine model-maker, Villiam Van der Valk; a full scale replica of Jancy's figure-head, carved originally by Skel-ng of New York and re-created by sculptor Villiam Clements of Toronto; naval signal flags f the nineteenth century in the form of awnings gged over the Nancy's preserved hull; a dis-lay of color transparencies of the Canada teamship Lines Marine Historic Collection; a eries of half models illustrating three centuries f sail on the Great Lakes from LaSalle's Griffon to the present yacht; photographs and odels depicting ships of the early days of Great Lakes commercial sail and steam; dis-lays of pilotage, charting and navigational nstruments; complete wheelhouse equipment of S John Ericsson, one of the last of the whale-ack steamers on the Lakes, mounted at the pstream end of the building; boarding pikes, cutlasses and models of 1812 ships' armament.

In words, graphics and sound, the theatre will relate the narrative of Nancy: her destruction at this precise locale by U.S. Ships Niagara, Tigress and Scorpion told by Nancy's crew after paddling and rowing 360 miles to northern Lake Huron.

The white, shingled lighthouse, topped by a flashing light, is erected on Tower Island, linked to Nancy Island by a suspension bridge. Here nineteenth-century life on the Great Lakes will be reflected in a series of illustrations by the renowned Canadian historical artist, the late Dr. C. W. Jefferys, and artifacts will record the evolution of navigational aids.

From the upper of the lighthouse's three floors, visitors will be oriented by an aerial mosaic of the region, and be able to look across Nancy Island and view the Panorama of the Nottawasaga River south to the Oxbow and north towards Georgian Bay.

From the mainland parking area, visitors will walk a bridge over the Nottawasaga River and immediately into a marine atmosphere as the structures conjure up an impression of sailing vessels. On foundations over cement piles in the river bottom, the museum and theatre have been elevated six feet above the ground and will be reached by timbered walkways.

By the end of August, the buildings were complete, museum displays arranged and outdoor artifacts installed.

The Museum of the Upper Lakes is rising on an historic island — but not officially designated as Nancy Island until 1967.

This anomaly came to light when at the request of the Huronia Historical Development Council the Ontario Department of Lands and Forests gained approval from the Canadian Permanent Committee on Geographical Names to change the name of Snake Island to Tower Island. Nancy Island will now be recognized as such on plans, maps and records.

Built for the fur trade in 1789 at Detroit, then British, under the supervision of Forsyth, Robertson and Company, of Montreal, Nancy is believed to have been named for the wife or daughter of one of the firm's partners, John Robertson.

There were then three main routes from Montreal to the North West: the Ottawa, Mattawa and French Rivers and Georgian Bay; Lake Ontario, the Niagara portage, and Lakes Erie, St. Clair and Huron; and from Lake Ontario at York (Toronto) overland north on

Yonge Street to Holland Landing, the Holland River, Lake Simcoe to to-day's Barrie, the Nine Mile Portage, the Willow Creek, the Nottawasaga River and Lake Huron.

During the War of 1812-14, the latter route developed as the principal supply line for British forces.

The two main ports serving and controlling shipping to the northwest were Sault Ste. Marie, governing access to Lake Superior and the West, and the trading post of Fort Michilimackinac in the Straits of Mackinaw to Lake Michigan and the West.

At the outbreak of war Nancy had become the property of the North West Fur Company and was tied up at Moy (Windsor) across the river from Detroit, which had become U.S. territory in 1796. For protection, she had sailed south immediately to nearby Amherstburg and was commissioned as a British transport. A military inventory at the time recorded she was capable of mounting six four-pounder carriage guns and six swivel guns.

While on a trip to Fort Michilimackinac, Nancy became the sole surviving British vessel on the Upper Lakes when the Royal Fleet was defeated decisively September 9, 1813 at the Battle of Put-In Bay and last control of Lake Erie.

The U.S. Fleet left Detroit July 3, 1814 to recapture Fort Michilimackinac, lost a year earlier and subsequently supplied by the Nancy from the Nottawasaga base.

Lt. Miller Worsley, Royal Navy, had assumed command of Nancy and brought the vessel up river to the protection of a blockhouse. The three U.S. warships arrived August 13 at the Nottawasaga mouth to await the Nancy's return from Fort Michilimackinac but a wood-gathering party quickly discovered the British ruse.

The U.S. ships anchored the next day in the open water to shell Nancy across the narrow neck of land separating the bay and the river.

This is the comparison of men and armaments: One British ship — 22 seamen, 23 Indians and 9 French Canadian voyageurs; two 24-pounder carronades and one 6-pounder.

Three U.S. ships — 500 men; eighteen 32-pounder carronades, three long 12-pounders, two 24-pounders and one 5½-inch howitzer.

Odds were overwhelming so Lt. Worsley decided to scuttle. A direct hit on the blockhouse, however, fired and sank Nancy. The British fled into the forest.

Only seventeen days later — August 31 — Lt. Worsley and his force arrived by canoe and rowboat at Fort Michilimackinac after quie by-passing two of the victorious U.S. warship Ninety-three men in four boats rowed i northern Lake Huron, surprised and captu the enemy.

Thus, the U.S.S. Tigress became H.M.S. C fiance in honour of the ship captured earl from the French and the U.S.S. Scorpion w renamed H.M.S. Surprise to denote the te nique of revenge.

Naval and Military Establishments, Penetanguishene

The development of the Naval and Milita Establishments at Penetanguishene made notat progress in the year 1968-69.

Work commenced on the site in late April w a crew of 20 men, most of whom have be engaged in the Huronia project since inception.

The Naval Establishment is now resembling t site of 1817-1832. Archaeological evidenc naval and military official maps, plans a reports, contemporary drawings have be guides to the placement, size and shape buildings, and to the materials and method co struction, has been supplemented by a study contemporary British naval buildings a general building practices of the time.

The dense second growth and reforestation the hillside rising above the bay, had first to removed. The logs were carefully sorted a those that could be utilized sent to the loc sawmill, then stripped and piled on the sit Poles and long timbers were used for joists a rafters, and lesser timbers were sawn into fi wood. Distributed as wood piles they contribu to the authentic atmosphere of the site.

Nine structures were erected:

The assistant surgeon's house, 24′ x 16′.

The dwelling, outside kitchen and barn of t clerk-in-charge, 24′ x 18′; 14′ x 10′.

The dwelling — two houses attached and ou side of the commanding office, 48′ x 32′; 1 square.

The dwelling and outside kitchen of the su veyor, 24′ x 18′; 16′ square.

A boat builder's tool shed, 18′ x 18′.

The dwellings were built of log, covered wi clapboard and the interiors lined with pi boards. Stone or brick fireplaces were co structed in each. They were erected on sto foundations with cellars, to allow for prop circulation of air.

The minor buildings are log. Various types

nstruction were introduced to demonstrate fering techniques.

riginal roads and pathways discovered during e years of excavation were opened and are ed as footpaths connecting the buildings. They d greatly to the general attractiveness, and to e enjoyment of the tourists. Trees and small pses are left for shade and rest.

picket fence was built around the old metery on the hillside, always a place of terest to the public. A garden patch, as scribed in early records, was set out and nced.

eparation was made for the most ambitious the buildings at the Naval Base— the three ried timber storehouse, 100 by 50 feet, which od at the water's edge. Cement pilings, 10 et apart were sunk to depths of 5 to 8 feet a clay base. A timber flooring was laid on avy joists. This large building will be the first dertaking in the spring of 1969, and will be ed as a temporary Orientation Centre for the e. With it, the construction of buildings at the aval Base will be completed.

tract of land was cleared and levelled in eparation for public washrooms.

he hulls of the Schooners **Tecumseth** and **igress** were moved from the Military area to a cation opposite an original landing slip at the aval Base. A guard fence surrounds them to revent vandalism. Care was taken to provide cilities for photographers of these very popular lics.

During the winter months of 1968-69, four men are engaged in repairing and restoring the stone Military officer's quarters, one of the finest original buildings within the province. The upper storey will be used for offices and guides' headquarters. Electric light and plumbing have been installed.

The policy to date has been to limit publicity in order to allow the work to progress unhampered by traffic and an unmanageable number of visitors. However, 1968 was a record year with 14,489 paid visitors, 6,088 adults and 8,401 school children.

From the enthusiasm and appreciation expressed by tourists, and especially school teachers and students, there is every indication that the variety of activities of the early Service personnel, the lure of the sailing vessel age, and the colourful stories involved will ensure this site of being one of the most popular in the province, situated as it is overlooking a beautiful expanse of Georgian Bay.

Revenue and Expenditure

1. *For year ending March 31, 1968*

Total — Expenditure	$11,532,489
Revenue	1,995,399
Excess of Expenditure over Revenue	$ 9,537,

2. *Comparison of Revenue and Expenditure*

	Years ending March 31		
	1966	1967	196
(a) Revenue			
Main Office	$	$	$
Licences — Tourist Establishment	95,454	117,718	146,
Ontario Centennial Medallions		268,167	20,
Sales — Publications	6,964	2,890	2,
Miscellaneous		4,304	1,
Total Main Office	102,418	393,079	170,
Public Records and Archives			
Microfilming, etc.		4,979	4,
Huronia Historical Parks			
Entrance Fees		9,339	54,
Publications, Souvenirs, etc.			2,
Total Huronia Historical Parks		9,339	57,
Theatres Branch			
Fees — Censorship	100,015	82,872	88,
Licences — Theatres, etc.	75,846	80,538	74,
Miscellaneous	204	205	
Total Theatres Branch	176,065	163,615	163,
St. Lawrence Parks Commission			
Entrance Fees	604,541	627,135	868,
Campsite Permits	106,827	123,817	167,
Concession Rentals	22,765	20,913	55,
Sale of Souvenirs, etc.	290,655	306,532	484,
Miscellaneous	24,666	16,685	16,
Total St. Lawrence Parks Commission	1,049,454	1,095,082	1,592,
Centennial Centre of Science and Technology			
Sale of Artifacts			6,
Miscellaneous		266	
Total Centennial Centre of Science and Technology		266	7,
Total Revenue	1.327.937	1,666,360	1,995,
(b) Expenditure			
Department	3,336,167	5,296,496	6,900,
St. Lawrence Parks Commission	1,947,104	2,414,385	2,543,
Centennial Centre of Science and Technology	854,535	1,306,613	2,089,
Total Expenditure	6,137,806	9,017,494	11,532,

Forecast of Revenue and Expenditure March 31, 1969	Budget	Forecast
(a) Revenue	$	$
Main Office		
Licences — Tourist Establishment	110,000	125,000
Ontario Centennial Medallions	—	2,000
Sales — Publications	3,000	2,000
Miscellaneous	61,000	38,000
Total Main Office	174,000	167,000
Public Records and Archives		
Microfilming, etc.	7,000	3,000
Huronia Historical Parks		
Entrance Fees	68,000	69,000
Publications, Souvenirs, etc.	15,000	4,000
Total Huronia Historical Parks	83,000	73,000
Theatres Branch		
Fees — Censorship	80,000	102,000
Licences — Theatres, etc.	74,800	75,800
Miscellaneous	200	200
Total Theatres	155,000	178,000
St. Lawrence Parks Commission		
Entrance Fees	930,000	761,000
Campsite Permits	240,000	187,000
Concession Rentals	40,000	25,000
Sale of Souvenirs, etc.	460,000	415,000
Miscellaneous	13,000	14,000
Total St. Lawrence Parks Commissions	1,683,000	1,402,000
Centennial Centre of Science and Technology		
Sale of Artifacts	—	12,000
Miscellaneous	—	3,000
Total Centennial Centre of Science and Technology	—	15,000
Total Revenue Forecast	2,102,000	1,838,000
(b) Expenditure	Estimates	Forecast
Department	5,839,000	6,364,500
St. Lawrence Parks Commission	2,510,000	2,692,000
Centennial Centre of Science and Technology	2,526,000	2,578,000
Total Expenditure Forecast	10,875,000	11,634,500

Statement of Revenue
For Year Ending March 31, 1968

REVENUE

Main Office			
Licences — Tourist Establishment		$146,707	
Ontario Centennial Medallions		20,059	
Sales — Publications		2,928	
Miscellaneous		1,233	
			$ 170,
Public Records and Archives			
Microfilming, etc.		$ 4,325	
			4,
Huronia Historical Parks			
Entrance Fees		$ 54,943	
Sale of Souvenirs		2,069	
			57,
Theatres Branch			
Fees — Censorship		$ 88,113	
Licences — Theatres	$65,809		
Projectionists	5,925		
Film Exchange	3,260		
		74,994	
Miscellaneous		204	
			163,
St. Lawrence Parks Commission			
Entrance Fees		$868,427	
Campsite Permits		167,325	
Concession Rentals		55,346	
Sale of Souvenirs, etc.		484,351	
Miscellaneous		16,980	
			1,592,
Centennial Centre of Science and Technology			
Sale of Artifacts		$ 6,665	
Miscellaneous		730	
			7,
Total Revenue			$1,995,

tement of Expenditure

Year Ending March 31, 1968

EXPENDITURE

n Office			
Minister's Salary — Statutory		$ 12,000	
Salaries	$ 76,977		
Travelling Expenses	12,838		
Maintenance	17,601		
		107,416	
Northern Great Lakes Area Council		12,954	
Membership, Grants		10,700	
			$ 143,070
ninistrative Branch			
Salaries	$321,069		
Travelling Expenses	29,393		
Maintenance	76,504		
		$426,966	
Restoration of Historic Sites		857,346	
Centennial Planning		868,927	
			2,153,239
ormation and Promotion Division			
Salaries	$318,070		
Travelling Expenses	52,501		
Maintenance	128,792		
		$499,363	
Photographic Supplies		87,141	
Tours of Editors and Writers		60,051	
Publications		550,845	
Advertising		989,588	
Exhibits, Displays and other Information Services		111,066	
			2,298,054
urist Industry Development Branch			
Salaries	$548,754		
Travelling Expenses	94,640		
Maintenance	38,986		
		$682,380	
Administration and Enforcement, etc.		13,685	
Grants to Regional Associations		157,212	
Operation of Reception Centres		64,998	
			918,275
blic Records and Archives			
Salaries	$286,906		
Travelling Expenses	16,328		
Maintenance	212,649		
		$515,883	
Investigation		5,086	
Publications		11,868	
Advisory Board		4,373	
Grants		70,236	
			607,446
eatres Branch			
Salaries		$116,081	
Travelling Expenses		10,570	
Maintenance		9,262	
			135,913
vel Research Branch			
Salaries	$ 37,713		
Travelling Expenses	3,940		
Maintenance	13,051		
		$ 54,704	
Travel Research		81,996	
Maintenance — Data Processing		7,482	
			144,182
Lawrence Parks Commission			
dministration			
Salaries	$ 59,934		
Travelling Expenses	3,396		
Maintenance	137,445		
		$200,775	
Per Diem Allowances		2,250	
Land Acquisition		16,467	
			219,492

Operation of Historic Sites			
Salaries	$783,157		
Travelling Expenses	5,695		
Maintenance	199,782		
		$988,634	
Purchase of Saleable Merchandise		291,842	
Construction and Development		176,969	
			1,45
Operation of Parks			
Salaries	$574,396		
Travelling Expenses	9,073		
Maintenance	174,227		
		$757,696	
Construction and Development		108,380	
			86
Centennial Centre of Science and Technology			
Salaries	$938,732		
Travelling Expenses	22,296		
Maintenance	188,208		
		$1,149,236	
Fees, Memberships, Training		26,126	
Honoraria		1,186	
Consultant Fees		13,616	
Exhibits		874,992	
Audio-Visual Production		24,141	
			2,08
Special Grant			
Grant to The Ontario Heritage Foundation			50
Total Expenditure			$11,53

Forecast of Expenditure
For Year Ending March 31, 1969

Main Office			
Minister's Salary — Statutory		$ 12,000	
Salaries	$ 84,000		
Travelling Expenses	15,000		
Maintenance	17,000		
		116,000	
Northern Great Lakes Area Council		13,000	
Memberships, Grants		18,000	
			$ 159,
Administrative Branch			
Salaries	$ 240,000		
Travelling Expenses	6,000		
Maintenance	111,000		
		$ 357,000	
Restoration of Historic Sites		26,000	
			383,
Information and Promotion Division			
Salaries	$ 416,000		
Travelling Expenses	62,000		
Maintenance	69,000		
		$ 547,000	
Photographic Supplies		109,000	
Tours of Editors and Writers		76,000	
Advertising and Publications		1,780,000	
Exhibits, Displays and other Information Services		63,000	
			2,575,

crist Industry Development Branch			
Salaries	$ 675,000		
Travelling Expenses	113,000		
Maintenance	42,000		
		$ 830,000	
Administration and Enforcement, etc.		18,000	
Grants to Regional Associations		160,000	
Operation of Reception Centres		63,000	
			1,071,000
lic Records and Archives			
Salaries	$ 359,000		
Travelling Expenses	21,000		
Maintenance	175,000		
		$ 555,000	
Investigation		9,000	
Publications		12,000	
Advisory Board		4,500	
Grants		83,000	
			663,500
eatres Branch			
Salaries		$ 134,000	
Travelling Expenses		11,000	
Maintenance		17,000	
			162,000
vel Research Branch			
Salaries	$ 65,000		
Travelling Expenses	13,000		
Maintenance	16,000		
		$ 94,000	
Travel Research		90,000	
			184,000
Lawrence Parks Commission			
Salaries	$1,626,000		
Travelling Expenses	23,000		
Maintenance	571,000		
		$2,220,000	
Per Diem Allowances		3,000	
Land Acquisition		49,000	
Purchase of Saleable Merchandise		251,000	
Construction and Development		169,000	
			2,692,000
ronia Historical Parks			
Salaries	$ 95,000		
Travelling Expenses	7,000		
Maintenance	115,000		
		$ 217,000	
Purchase of Saleable Merchandise		30,000	
Construction and Development		960,000	
			$ 1,207,000

Centennial Centre of Science and Technology			
Salaries	$1,270,000		
Travelling Expenses	25,000		
Maintenance	240,000		
		$1,535,000	
Fees (Membership, Training, etc.)		26,000	
Honoraria		2,000	
Consultant Fees		15.000	
Exhibits		1,000,000	
			2,578,(
Total Forecast of Expenditure			$11,674,5

Membership in and Grants to Travel Organizations — 1967-68

Grants to Regional Associations		
Algoma Regional Tourist Council	$5,000.00	
Almaquin Highlands-Parry Sound-Georgian Bay Regional Tourist Council	5,000.00	
Bay of Quinte Regional Tourist Council	5,000.00	
Capital Region Tourist Council	5,000.00	
Central Erie Tourist Region Council	5,000.00	
Essex Kent Regional Tourist Council	4,874.19	
Golden Route Highway No. 101 Regional Tourist Association	2,430.00	
Great Pine Ridge Tourist Council	5,000.00	
Haliburton Highlands Regional Tourist Council	5,000.00	
Hastings and Land O'Lakes Regional Tourist Council	5,000.00	
Huronia Historic Sites and Tourist Association	5,000.00	
Joli Voyageur Land Regional Tourist Council	5,000.00	
Kawartha Lakes Regional Tourist Association	5,000.00	
Lake of the Woods Regional Tourist Association	5,000.00	
Land O'Lakes Tourist Association	5,000.00	
Lower Ottawa Valley Tourist Council	2,575.00	
Madawaska Valley Regional Tourist Council	5,000.00	
Manitoulin-Espanola Regional Tourist Council	5,000.00	
Mid-Western Regional Tourist Council	5,000.00	
Muskoka Regional Tourist Council	5,000.00	
Niagara Iroquoia Tourist Association	5,000.00	
Nipissing Regional Tourist Council	5,000.00	
Patricia Regional Tourist Council	5,000.00	
Rainy River Regional Tourist Council	5,000.00	
Regional Tourist Council of the Grey and Bruce	5,000.00	
Regional Tourist Council of the James Bay Frontier	7,332.83	
Rideau Lakes — 1,000 Islands Regional Tourist Council	5,000.00	
Sarnia Lambton Regional Tourist Council	5,000.00	
Seaway Valley Travel Council	5,000.00	
Temiskaming Regional Tourist Organization	5,000.00	
Upper Lake Superior Tourist Council	5,000.00	
Upper Ottawa Valley Travel Council	5,000.00	
		$157,212.(

mbership in and Grants to Travel Organizations

sociation of Tourist Resorts of Ontario	$ 200.00	
nadian Tourist Association	1,500.00	
nt Board of Tourist Associations	4,500.00	
ke Erie International Vacationland Association	100.00	
ssissippi Parkway Commission	2,000.00	
rthern Ontario Outfitters Association	200.00	
tario Motel Association	200.00	
ousand Islands International Council	2,000.00	
		10,700.00
		$167,912.02

ants — 1967-68

iseums

liston, Town of	$ 655.42
nprior, Corporation of the Town of	2,000.00
siginack, Municipality of	252.51
ncroft, Corporation of the Town of	600.00
nd River, Corporation of the Town of	598.83
wmanville, Town of	720.00
ant, County of	866.66
antford, City of	1,000.00
uce, County of	1,000.00
uce Mines, Corporation of the Town of	485.33
rlington, Town of	1,000.00
natham, Corporation of the City of	1,000.00
balt, Town of	465.00
llingwood, Town of	1,000.00
rnwall, City of	1,000.00
ryden, Corporation of the Town of	1,000.00
gin, County of	900.00
liot Lake, Township of	1,000.00
nelon Falls, Corporation of the Village of	1,000.00
ananoque, Corporation of the Town of	1,570.83
olden Lake Indian Reserve, Corporation of	165.00
ore Bay, Town of	533.33
rand River Conservation Authority	1,000.00
ravenhurst, Corporation of the Town of	700.00
aldimand, County of	300.00
aldimand, Corporation of the Township of	490.00
alton, County of	1,000.00
amilton, Corporation of the City of	2,000.00

Hastings, County of	1,000.00	
Huntsville, Corporation of the Town of	700.00	
Huron, County of	1,000.00	
Kapuskasing, Corporation of the Town of	400.00	
Kenora, Town of	1,000.00	
Kenyon, Township of	453.33	
Lambton, County of	1,000.00	
Lennox and Addington, Corporation of the County of	600.00	
Lennox and Addington, County of	800.00	
Little Current, Town of	387.23	
Meaford, Town of	438.12	
Merrickville, Municipality of	1,000.00	
Metropolitan Toronto and Region Conservation Authority	1,000.00	
Midland, Town of	1,000.00	
Moira River Conservation Authority	683.33	
Niagara, Corporation of the Town of	837.52	
Niagara Falls, City of	771.00	
Niagara Peninsula Conservation Authority	703.02	
North Grimsby, Corporation of the Township of	846.66	
North Marysburg, Corporation of the Township of	382.61	
Oakville, Corporation of the Town of	1,000.00	
Orillia, Town of	1,000.00	
Oshawa, Corporation of the City of	1,000.00	
Otonabee Region Conservation Authority	1,314.93	
Owen Sound, City of	733.32	
Oxford, City of	1,000.00	
Penetanguishene, Corporation of the Town of	600.00	
Peterborough, Corporation of the City of	1,000.00	
Pickering, Township of	766.66	
Port Carling, Corporation of the Village of	1,333.32	
Renfrew, County of	1,000.00	
St. Joseph, Township of	283.33	
St. Mary's, Corporation of the Town of	780.00	
Scarborough, Borough of	1,000.00	
Shelburne, Corporation of the Village of	568.66	
Simcoe, County of	1,000.00	
Simcoe, Town of	681.58	
Six Nations Indian Reserve, Corporation of	233.33	
Toronto, Corporation of the City of	4,000.00	
Upper Thames River Conservation Authority	1,000.00	
Wellington, Corporation of the City of	909.75	
Westport, Corporation of the Village of	226.00	
		$ 60,736
Ontario Historical Society		8,500
Ontario Archaeological Society		1,000
		$ 70,236

Tourist Regions	Cabin Est.	Cabin Units	Cottage Est.	Cottage Units	Motel Est.	Motel Units	Motor Hotel Est.	Motor Hotel Units	Resort Est.	Resort Units	Tourist Home Est.	Tourist Home Units	Hotel Est.	Hotel Units	Camp Sites Est.	Camp Sites Units	Tourist Region Totals Est.	Tourist Region Totals Units	T.E. Capacities	Total Value By District	All Year Operations No.	All Year Operations Units	All Year Operations Capacities
Essex-Kent	5	47	36	312	87	1,202	2	34	3	21	1	6	—	15	15	458	149	2,095	7,525	10,838,500	84	1,311	3,863
Sarnia-Lambton	6	62	36	307	21	288	5	220	5	45	6	39	3	36	10	246	92	1,243	4,080	6,635,000	20	448	1,203
Central Erie	6	94	37	246	72	1,184	2	54	1	10	5	46	2	26	31	1,658	156	3,318	10,619	10,717,350	73	1,342	3,596
Mid West	8	76	9	88	52	853	—	—	—	—	—	—	6	95	20	1,250	95	2,362	8,201	7,728,000	56	906	2,410
Niagara Iroquoia	49	587	20	201	219	4,948	5	240	1	20	29	231	1	3	27	2,037	351	8,267	27,917	44,848,000	161	3,716	11,554
Metropolitan	20	142	7	117	119	1,971	3	138	2	47	—	—	8	254	22	1,044	181	3,713	6,941	20,800,000	102	2,213	5,307
Huronia-LakeSimcoe	116	1,115	287	2,071	103	1,460	4	89	29	813	3	17	19	215	28	2,685	589	8,465	26,913	22,251,930	77	1,149	3,066
Kawartha Lakes	11	84	263	1,851	35	478	—	—	61	1,077	3	21	5	58	26	2,508	404	6,077	20,862	16,928,350	37	517	1,314
Great Pine Ridge	14	92	102	809	29	388	—	—	10	96	1	22	5	80	11	973	172	2,460	6,592	6,698,000	20	289	759
Bay of Quinte	6	49	68	392	3	44	—	—	9	83	3	22	—	—	7	491	96	1,081	4,876	2,522,200	4	46	169
Hastings	9	96	21	158	22	303	1	45	3	32	1	8	1	8	13	1,107	71	1,757	5,724	3,987,000	26	410	1,242
Land O'Lakes	18	188	131	846	19	152	—	—	18	259	2	24	1	15	10	842	199	2,326	10,067	5,763,600	21	243	934
Rideau Lakes — 1000 Islands	28	357	210	1,075	69	1,324	1	40	27	401	12	117	5	126	20	1,752	372	5,192	18,421	18,277,200	50	979	2,980
Seaway Valley	12	151	9	78	46	775	3	42	1	9	1	23	5	66	9	708	86	1,852	8,123	6,147,000	41	733	2,309
Lower Ottawa Valley	13	138	19	131	45	959	2	188	1	105	10	121	2	133	17	641	109	2,416	5,166	8,003,950	64	1,429	3,031
Upper Ottawa Valley	5	15	83	478	36	409	—	—	11	154	2	17	—	—	19	719	154	1,792	6,099	4,977,750	29	334	821
Madawaska Valley	8	50	97	495	14	162	—	—	16	194	—	—	4	62	14	753	153	1,716	5,455	3,934,400	16	209	598
Highlands of Haliburton	10	66	106	768	6	46	—	—	39	1,022	—	—	3	38	8	706	172	2,646	9,228	6,284,425	25	212	531
Muskoka	38	261	228	1,512	43	473	—	—	90	2,818	3	28	6	114	19	2,032	427	7,238	23,718	18,234,750	59	711	1,981
Grey Bruce	26	283	199	1,279	53	653	1	72	3	108	7	76	22	587	27	1,286	338	4,344	17,573	11,559,100	53	820	246
Almaguin Highlands —Parry Sound-Georgian Bay	10	46	279	1,821	27	344	1	20	105	1,137	—	—	2	42	26	1,049	450	4,459	13,627	11,752,800	45	390	1,295
Algonquin Park	—	—	—	—	—	—	—	—	5	109	—	—	—	—	2	—	7	109	263	705,000	—	—	—
Nipissing	7	104	133	1,028	38	412	2	36	26	237	—	—	1	20	8	277	215	2,114	7,039	6,477,700	43	512	1,569
Joli-Voyageur	14	87	67	431	34	444	—	—	64	344	2	9	4	49	10	497	195	1,861	5,540	5,260,700	43	484	1,161
Manitoulin-Espanola	2	43	74	538	13	147	—	—	37	415	—	—	3	40	6	151	135	1,334	4,497	5,055,600	15	212	431
Algoma	16	169	121	670	76	1,127	—	—	65	556	—	—	6	86	18	532	302	3,140	9,791	7,904,200	85	1,255	3,561
Kinniwabi Wilderness	—	—	13	84	5	64	—	—	9	61	—	—	—	—	—	—	27	209	718	726,500	4	48	138
Golden Route — Highway 101	3	13	5	35	13	238	—	—	—	—	—	—	—	—	3	74	24	360	763	807,500	10	270	628
Temiskaming	5	39	49	293	15	236	—	—	12	75	1	2	—	—	7	266	89	911	2,290	2,343,900	14	215	559
James Bay Frontier	4	13	7	41	18	299	—	—	8	80	2	6	3	44	4	49	46	532	1,377	2,093,700	23	416	1,043
Thunder Bay	7	25	29	192	34	441	—	—	19	131	1	30	1	4	13	777	104	1,600	4,817	5,502,950	47	563	1,826
North Superior Route	3	19	31	196	28	355	—	—	9	69	1	15	2	14	6	156	80	886	2,898	3,637,880	28	361	1,157
Rainy River	1	6	27	117	12	141	1	17	44	334	—	—	—	—	4	122	89	737	3,197	3,679,950	22	219	738
Lake of the Woods	1	3	117	795	22	314	—	—	95	959	—	—	—	—	5	251	240	2,322	8,456	10,368,300	16	200	596
Patricia	1	1	83	450	21	305	2	47	142	1,107	1	16	—	—	9	254	259	2,189	8,109	10,128,150	17	237	746
TOTALS	482	4,521	3,003	19,914	1,449	22,939	35	1,282	970	12,928	95	896	120	2,230	474	28,351	6,628	93,061	307,476	313,692,335	1,430	23,399	65,576

Visitors to Reception Centres 1960 to 1968

Centre	*1960*	*1961*	*1962*	*1963*	*1964*	*1965*	*1966*	*1967***	*1968*
Kenora	22,396	29,601	34,643	31,824	30,291	34,881	39,551	44,242	38,180
Fort Frances	18,986	16,694	17,320	18,307	13,064	27,356	23,632	17,589	15,063
Rainy River	—	—	—	1,112	2,939	4,090	5,028	4,956	4,703
Pigeon River	—	—	—	—	—	30,079	30,021	30,689	20,095
Sault Ste. Marie*	16,747	25,385	25,598	38,272	29,917	39,906	78,367	57,827	42,433
Point Edward*	130,322	161,094	171,600	180,172	181,077	161,273	154,010	178,122	179,782
Windsor (Tunnel)*	36,948	34,203	40,614	71,513	87,271	84,337	125,363	89,322	104,308
Windsor (Bridge)	47,121	47,506	52,407	49,558	54,367	48,365	52,430	42,512	85,584
Fort Erie	26,525	21,559	32,963	32,963	33,630	32,479	42,791	15,612	36,618
Niagara Falls*	92,995	100,805	108,695	120,452	121,831	108,015	120,232	59,948	76,670
Homer (St. Catharines)	64,747	64,037	60,574	74,202	64,764	52,516	52,230	33,802	50,558
Lakeland (Barrie)*	—	31,985	52,058	65,077	67,532	70,122	60,823	62,613	83,576
1000 Island Bridge*	64,040	78,914	90,350	110,958	103,626	80,498	91,829	114,239	81,682
Hill Island	—	—	—	—	—	—	—	54,408	43,925
Johnstown (Prescott)	14,898	5,189	3,406	8,889	12,899	11,562	17,769	19,531	20,722
Cornwall*	42,248	48,760	47,629	44,533	62,190	77,342	71,519	91,565	95,229
Point Fortune	—	—	—	—	—	—	—	49,058	75,530
Hawkesbury	9,106	5,454	3,949	5,856	5,594	7,956	8,757	6,192	5,031
Lancaster	60,598	72,058	85,445	80,669	83,709	27,762	60,823	81,923	54,573
401 Reception Centres	—	—	—	—	—	—	—	—	275,478
TOTAL	680,276***	785,051***	860,526***	968,120***	985,883***	898,539	1,035,175	1,054,150	1,389,740

*Operated all year.

**1967 Figures Revised Due to Clerical Error.

***This Total Includes Middle Falls Reception Centre Which No Longer Operates.

—All Other Centres Seasonally Operated.

Construction of Tourist Establishments — New 1968

County or District	Cabin Est.	Cabin Units	Cottage Est.	Cottage Units	Motel Est.	Motel Units	Motor Hotel Est.	Motor Hotel Units	Resort Est.	Resort Units	Tourist Home Est.	Tourist Home Units	Hotel Est.	Hotel Units	Campsites Est.	Campsites Units	Other Est.	Other Units	County Totals Est.	County Totals Units	Total Value By District Est. Units
Arnprior	1	3	4	12	4	27	—	—	1	2	—	—	—	—	18	839	—	—	28	883	$2,058,600
Huntsville	1	4	9	24	2	18	3	110	—	—	1	6	—	—	7	298	1	65	24	525	2,055,250
Kenora	—	—	7	12	—	—	—	—	—	—	1	5	—	—	2	45	10	19	20	81	98,355
London	—	—	—	—	5	66	2	31	1	5	—	—	—	—	15	540	—	—	23	642	1,182,300
North Bay	1	2	12	36	7	66	—	—	2	14	—	—	—	—	11	271	8	71	41	461	869,600
Metro	—	—	1	4	1	18	—	—	—	—	—	—	1	77	5	153	—	—	8	252	1,126,000

Total Number of New Establishments		144
Total Number of Completely New Units:	Buildings	581
	Campsites	2,263
Total Approximate Value of This New Construction:	Buildings	$4,897,205
	Campsites	$2,492,900

Tourist Establishments — Additions 1968

County or District	Cabin Est.	Cabin Units	Cottage Est.	Cottage Units	Motel Est.	Motel Units	Motor Hotel Est.	Motor Hotel Units	Resort Est.	Resort Units	Tourist Home Est.	Tourist Home Units	Hotel Est.	Hotel Units	Campsites Est.	Campsites Units	Other Est.	Other Units	County Totals Est.	County Totals Units	Total Value By District
Arnprior	—	—	11	25	4	28	—	—	2	5	—	—	—	—	2	41	—	—	19	99	$ 275,550
Huntsville	1	2	14	22	7	43	—	—	5	17	—	—	—	—	5	126	12	269	44	479	478,900
Kenora	—	—	16	19	8	52	1	16	38	62	—	—	—	—	3	58	4	8	70	215	680,300
London	—	—	6	13	4	14	—	—	—	—	—	—	—	—	1	14	—	—	11	41	192,000
North Bay	3	3	29	52	7	30	—	—	4	16	—	—	—	—	4	73	11	89	58	263	490,200
Metro	—	—	—	—	4	10	1	40	—	—	—	—	—	—	1	250	—	—	6	300	411,000

Total Number of Completely New Additions to Existing Establishments		208
Total Number of Completely New Units: Buildings		475
Campsites		922
Total Approximate Value of this New Construction: Buildings		$2,093,050
Campsites		$ 434,900

Tourist Establishments — Reconstruction 1968

County or District	Cabin Est.	Cabin Units	Cottage Est.	Cottage Units	Motel Est.	Motel Units	Motor Hotel Est.	Motor Hotel Units	Resort Est.	Resort Units	Tourist Home Est.	Tourist Home Units	Campsites Est.	Campsites Units	Hotel Est.	Hotel Units	Other Est.	Other Units	County Totals Est.	County Totals Units	Total Value By District
Arnprior	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Huntsville	3	13	2	20	2	9	—	—	3	61	—	—	—	—	1	10	—	90	16	203	$ 264,500
Kenora	—	—	14	16	1	1	—	—	15	25	—	—	—	—	3	3	1	1	34	46	67,650
London	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
North Bay	—	—	10	13	—	—	—	—	1	1	—	—	—	—	—	—	—	—	11	14	18,200
Metro	—	—	—	—	1	10	—	—	—	—	—	—	—	—	—	—	—	—	1	10	50,000

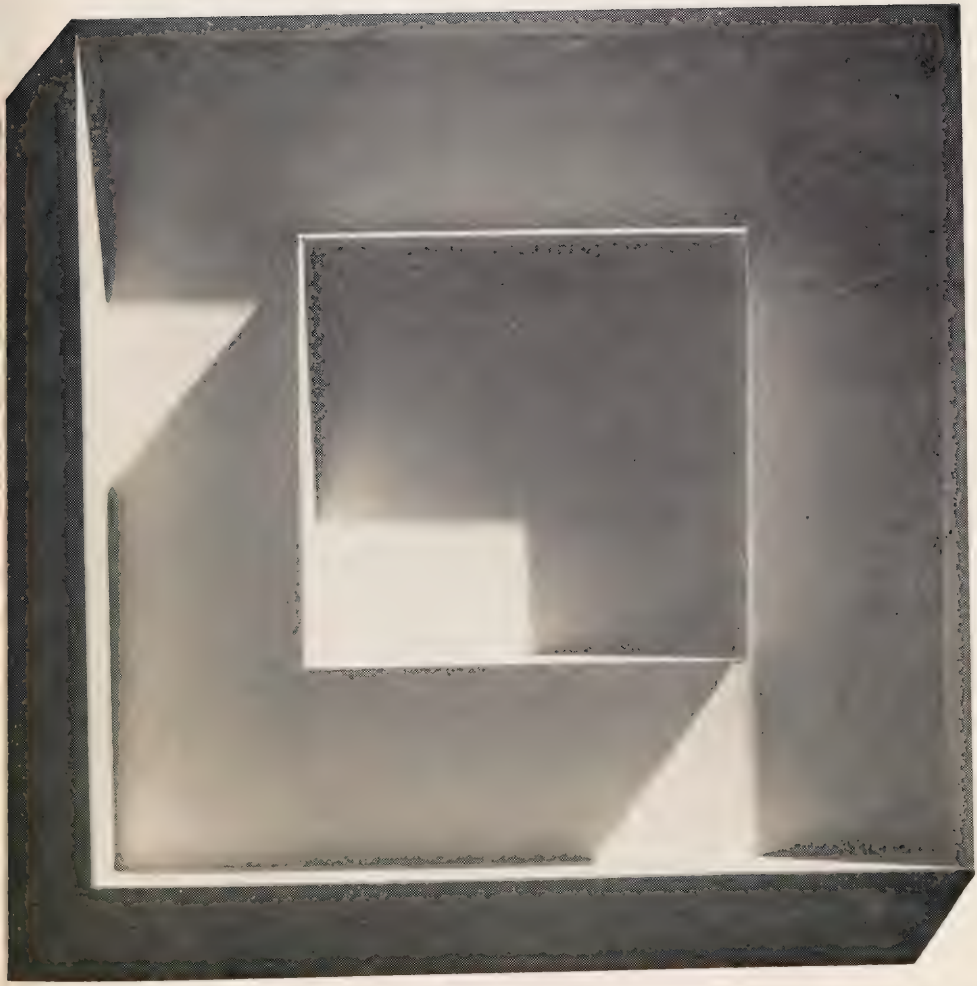
Total Number of Reconstructed Establishments		62
Total Number of Units: Buildings		170
Campsites		103
Total Approximate Value of this Construction		$400,350

tistics on Film Distribution in 1968

n Distribution	*Direct*	*Aud.*	*TV*	*Aud.*
ot. Titles: (27 titles, 202 prints)	3,059	3,309,242	78	
.B. (22 titles, 518 prints) (9 mos.)	1,867	108,864	530 (13 titles, 215 pr.)	
.B. — U.K. (9 titles, 87 pr.)	110	4,066		
France (1 title, 10 pr.)	25	1,517		
Germany (2 titles, 20 pr.)	204	12,332		
dern Talking Pictures:				
V — (7 titles, 36 pr.)			95	5,203,500
irect — (6 titles, 63 pr.)	1,867	108,864		

tistics on Distribution of Photographs in 1968

	Colour	*B & W*
partment of Tourism & Information Publication and Promotion	2,424	13,184
vel Folders and Promotion other than Department	2,333	2,200
leral Government Departments	329	3
vel shows, exhibitions and displays	71	167
adian Newspapers and Magazines	1,058	1,302
. Newspapers and Magazines	254	310
evision	20	271
nvention Publicity	5	260
ustrial House Organs	134	115
ucational Publications	194	302
er Ontario Government Departments	1,134	1,004
ture Material	201	18
reign Newspapers, Magazines and Publications	5	53
K. Newspapers and Magazines	—	18
adian Film Publications	6	—
venirs	61	231
. Folders and Brochures	6	—
	8,235	19,438



Reading Room and Services to the Public

Following the Centennial year when the number of persons undertaking research in our public reading room or writing to the Archives Branch reached an all time high, it was expected that there might be some decrease in the research load from the public. However, this did not prove to be the case and in 1968 a new record of 4,462 visits to the reading room was reached with proportionate increases in inquiries received by letter. We feel that this increase was caused by the continuing growth of interest in local history among our citizens, as well as by the great expansion of university enrolments and an increased awareness among other government agencies of our research facilities. Among persons undertaking research were: university staff and students, authors, school teachers, lawyers, legislators, public media representatives, municipal officials, geographers, land surveyors, architects, geologists and the staff of other government agencies. Many members of the public visiting the Archives were doing so for the first time and this involved more direct guidance on the part of our staff than in previous years.

While no exact statistics of research inquiries answered by mail or telephone are available, it is certain that these exceeded the total of projects carried on by persons visiting the Archives. The demand from various researchers for photocopies prepared and supplies to researchers in 1968 included 1,702 photostats, 6,130 Xerox prints, 738 photographs and the equivalent of approximately fifty-six 100 foot reels of microfilm. This photocopying work for the public and other government agencies was, of course, quite apart from the larger volume involved in copying outside material for deposit in the Archives' holdings or to alleviate the necessity of handling the original documents.

Government Records Section

During 1968 the staff of this section examined and evaluated a large volume of non-current records in various Ontario Government departments and agencies in an effort to select records of enduring administrative and historical significance for permanent preservation. As a result of the records management programme, the section was also indirectly involved in the evaluation of more routine records series in connection with disposal requests and retention scheduling. During the year archival approval was given for the destruction of some 40,000 cubic feet of government records.

Government files of enduring value comprisi a total of some 430 cubic feet were transferr to the Archives in 1968. Among the larger more important acquisitions were: 137 cub feet from the Department of Agriculture cor prising Ministers' files, 1953-61, Deputy Mini ters' files, 1931-60, and Milk Control Commi sion files 1923-65; 61 cubic feet from the Labo Department comprising Ministers' files, 1937-4 Deputy Ministers' files, 1934-64 and Conciliatic Services Branch files, 1935-37; 53 cubic fe from the Treasury Department including files the Deputy Treasurer, 1935-55; 49 cubic fe from the Department of Lands and Forests i cluding records of the Timber Branch and th Fish and Wildlife Branch, 1859-1963; 22 cub feet from the Department of Mines includir Mine Assessors' Offices records, 1891-1937; 2 cubic feet from the Attorney General's Depar ment including Ministers' files, 1943-52; and cubic feet from the Provincial Secretary Department including Main Office general file 1910-56.

Preliminary processing and physical arrang ment was completed for all government record transferred during the year. Considerable pr gress was also made in the production of descri tive finding aids to our government record holdings. Preliminary inventories were con pleted for R.G. 3, Office of the Prime Ministe revision; R.G. 5, Department of Tourism an Information; R.G. 7, Department of Labo (revised and expanded); R.G. 12, Ontario Wate Resources Commission; R.G. 13, Department Mines; R.G. 16, Department of Agriculture an Food; R.G. 15, Department of Public Works revision; R.G. 16, Department of Agricultur and Food; and R.G. 20, Department of Corre tional Services. In addition some 2,300 cata logue entries were prepared for the earl correspondence of the Surveyor General an the Commissioner of Crown Lands (R.G. Series 6).

This section of the Archives Branch is als responsible for the custody and arrangement those collections of early municipal record obtained by the Archives. During 1968 determined effort was continued to locate thes and, if the relevant municipal officials grante permission, to transfer them to the Archive where they will be available in a central loca tion to scholars and be assured of permaner preservation. In instances where permission t transfer could not be obtained or where the

: and limited historical interest made acquisi- of originals inadvisable, microfilm copies e made.

ong accessions of original municipal records 968 were assessment and collectors' rolls for no Township, 1851-54 and McKillop Town- , 1874-1924. The Archives microfilmed a stantial collection of the early records of the n of Niagara and completed filming of a y extensive collection of old Western District Essex County records.

Government Records Section is also onsible for acquiring Court Records. In case of the pre-1850 Courts of Quarter sion, these, in effect, constitute municipal ords. Early Surrogate Court Records also tain information of great interest to genea- sts and regional historians. During 1968, ler an agreement with the Salt Lake City nealogical Society and the Inspector of al Offices, over 382 microfilm reels of 19th tury Surrogate Court Records were deposited the Archives. Counties represented included nt, Bruce, Huron, Kent, Lambton, Lanark, ddlesex, Norfolk, Oxford, Perth, Waterloo l Wellington.

vate Manuscripts Section

e volume of historical research for the public ried out was so great that comparatively few jor inventories, calendars or guides were npleted. For the same reason little interior lexing of documents was carried out. How- r, the basic analysis and physical arrangement newly acquired collections was continued to- her with essential primary cataloguing.

bstantial progress was made in the prepara- n of a comprehensive consolidated guide to r over-all private manuscripts holdings and re than 300 entries were prepared. Two tensive calendars (summarized descriptions of ividual documents) were completed for the vid Gibson Collection (1811-1920) and the non James Dawson Papers (1842-95). A lendar of the Jarvis-Powell Collection (1767- 19) was largely completed. Among the more nificant inventories prepared were those vering the records of the Union of Mine, Mill d Smelter Workers and the records of the tawa and Temiskaming Trading Districts of e Hudson's Bay Company.

espite the above difficulties in regard to chival processing, there was no curtailment of forts to locate, acquire and preserve addi- nal privately owned documents of historical value. Their deposit in an institution specializing in documentary preservation is the only assured means of preventing the ultimate destruction, deterioration or dispersion of these invaluable primary sources of historical information.

More than 400 potential donors (organizations or individuals) were contacted during 1968 and a total of 136 separate accessions of material resulted numbering several thousand documents. Of the 136 accessions of private documentary collections, it is encouraging to note that about 90 per cent were gifts of original material or documents made available for photocopying by the Archives. At a time when the financial value of Canadiana, including manuscripts, is increasingly being recognized, this demonstrated a public spirited concern and respect for the province's historical heritage.

Among the more significant collections acquired were: the D. W. Munro Papers (1850-87) concerning immigration and land settlement; the Nichol Hugh Baird Papers (1812-1902) regarding the career of a civil engineer who was engaged in such important public projects of the period 1825-49 as the Trent, Rideau and Welland Canals; the Lauder Papers (1778-1849) including some 550 letters and other documents of a Scottish emigrant family; the Judge Malloch Journal recording personal and public activities in the Perth region for the years 1841-45; the Hamnett K. Pinhey Papers (1813-55) relating to the life of a Napoleonic War veteran who was a leading figure in the early settlement of Carleton County and a member of the provincial legislature; the Farini Papers relating to the life of the colourful high rope walker; and the large collection (approximately 80 cubic feet) of early records of the Sudbury Mine, Mill and Smelter Workers' Union.

Newspapers

Many of the province's newspaper runs have been destroyed or exist in only one location where they are in danger of destruction or serious deterioration. During 1968 the Archives continued its attempt to locate remaining issues and to microfilm copies for deposit here in one central location. This is frequently a difficult task, since scattered issues are found in many widely separated locations and must be brought together for filming. Original issues of 90 different newspapers were acquired by the Archives during the past year. Some of these acquisitions consisted of only one or two issues,

but several consisted of extensive runs. Among the more extensive or rare mastheads acquired, we might mention: the *St. Catharines Farmers Journal,* 1830 and 31; the *Tourist of the Woods* (Kingston) 1842; the *Kingston Chronicle and Gazette,* 1845; the *Kingston Argus,* 1849; the *Belleville Vindicator,* 1857; the *Weekly Spectator* (Hamilton) 1857; the *St. Catharines Journal,* 1859-62; the *Baptist Freeman* (Woodstock) 1867; the *Kingston British Whig,* 1861; and the *Cardwell Sentinel* (Keenansville) 1877-79. The Archives also acquired a number of issues or runs from outside the province, many of which relate to our history. Included among these were: the *Diary or Loudons Register* (New York) 1793; the *Quebec Gazette,* 1840; the *Scottish American* (New York) 1850-59; the *Christian Mirror* (Montreal) 1842; and the *Montreal Weekly Pilot,* 1855.

The Archives used its own camera to microfilm runs (some of them very extensive) of 15 newspapers held in newspaper offices or by various local institutions and individuals. These constitute a total of 145 reels of film. Some of the more important runs include: the *Woodstock Herald,* 1840-47; the *Dumfries Reformer,* 1849-1905; the *Galt Reporter,* 1862-67; the *Lindsay Watchman-Warder,* 1876-1900; the *Wiarton Echo* and *Wiarton Canadian,* 1879-96; the *Grand River Sachem,* 1886-1903; the *Lindsay Post,* 1891-1920; the *Brampton Conservator,* 1876-1929; the *Canadian Lumberman* of Toronto and Peterborough, 1880-1910; and the *Pickering News,* 1890-1917.

Apart from our own filming, many additions were made by purchase of ready made film from newspapers, libraries and the Canadian Library Association. Thirty-six different mastheads are represented in 335 reels. These include: the *Windsor Evening Record,* 1895-1918; the *Border Cities Star* (Windsor) 1918-19; *St. Catharines Constitutional,* 1855-60; *Port Colborne Herald,* 1898 , *Times,* 1899-1906, 1908, and *Citizen,* 1914-29; *Brockville Weekly Recorder,* 1830-1922; *Listowel Banner,* 1867-1900; *Ingersoll Chronicle,* 1854-68; *Toronto Banner,* 1843-48; *Ottawa Times,* 1874-77; *Cobalt/North Bay Nugget,* 1909-30; *Hamilton Spectator,* 1859-1900; *Thorold Post,* 1875-1915; *Farmers' Journal* (St. Catharines) 1830-31; and three Cornwall papers the *Reporter, Freeholder,* and *Standard* for the period 1876-1899.

Picture, Map and Poster Collections

Public use of our picture and photograph collection continued at a high level during 1968 ar 410 copy-prints were made for researcher Some of these were subsequently published scholarly books and articles.

Accessions through donation or purcha totalled some 600 items. Among these might b mentioned: hitherto unavailable portraits of th Honourable George Brown and Lord Dufferi portraits of prominent fur trade figures such a Peter Pangman, W. H. D. McDougall, Wn McMillan, and Colin Rankin; a number o photographs relating to the life of Ontario Indians; and a fine collection of 42 glass neg tives depicting early Thorold.

Some 90 historical maps were acquired durin the year among which were: a Bonnycastle pla of the town and harbour of York, 1833 (photo stat); a map of the Town of Niagara, 184 Dawson's map of Canada, 1868; and a map o the Lake Superior Mining District, 1872.

Library

The Archives' Library is intended primarily fo the use of our own staff in connection with th analysis and arrangement of archival colle tions. It is also used by members of the publ undertaking research in our manuscript colle tions. While we have an extensive collection o books relating to Ontario's history, most of thes are equally available in public libraries, an owing to our limited facilities and specialize functions, we attempt to direct researche working primarily in published sources to the own local libraries. Nevertheless, our sta Librarian spent much time in 1968 answerin written inquiries directed to the Archives whic were more related to published than archiv sources.

During the past year 198 books, 62 pamphlet 113 government publications and 35 issues o periodicals were added to our Library holding the great majority relating to the specialize history of this province. Subscriptions to 4 add tional periodicals were also taken out durin the year. In addition to extensive cataloguin of newly acquired material, the Librarian wa engaged in cataloguing a large backlog o printed material contained within primari manuscript collections transferred to th Archives in the past years.

ction of Plaques

ring 1968 the Historical Branch continued t programme involving the erection of plaques nmemorating persons, places, events, sites l structures of historical significance through- Ontario. Research in connection with some) subjects was carried out and 40 plaques were cted in accordance with the recommendations the Archaeological and Historic Sites Board. these, five bore French in addition to English ts, in recognition of their special interest to tario's French-speaking citizens and visitors. e subject matter of the plaques varied widely l included for example: the founding of vari- s communities such as Kapuskasing, Port pe and Ottawa; the Six Nations Settlement on Grand River known as the "Mohawk Vil- e"; the founding of the University of Windsor d Carleton University; the gifted painter and strator, J. D. Kelly; the Fort Frances Canal; amplain's Journey of 1613; interesting geo- ical formations; and events of the War of 12.

n additional special project was undertaken in -operation with the Department of Lands and rests whereby the branch provided 14 plaques mark the portages on the Mattawa River, an portant link on the historic canoe route to e West.

ne number of regular plaques erected to date tals 557, all within Ontario with the excep- n of two in the United Kingdom and one in e United States. In 1969 it is hoped to erect o more in Britain, one honouring George own, at his birthplace, Alloa near Edin- rgh, Scotland, and one honouring Major- eneral Sir Isaac Brock at his birthplace, ernsey, in the Channel Islands. The plaque General Brock is being prepared in recogni- n of the two hundredth anniversary of his th.

ssistance to Local Museums

ring 1968 the Museums Section of the storical Branch continued its extensive pro- amme of providing technical advice and sistance to Ontario's 185 museums. It should noted that the total number of these institu- ns has increased by 36 from the previous year. ur Museums Advisers visited 164 museums. ey met with some 50 provincial and muni- pal government bodies, and corporate and ivate organizations interested in museums and eir development, and provided technical advice such subjects as: planning, display, financing, governmental assistance and organizational procedures. In addition, the staff was called upon to provide half a dozen illustrated lectures to historical and museums associations in Ontario. In the field of display the office provided plans, illustrations, designs and advice to 18 established museums in order to improve their exhibit areas.

During the early part of the year the staff were called upon to provide complete plans and designs for a museum display project at Moose Factory. This entire project was organized and supervised by our Branch's advisory staff, and the display was shipped to Moose Factory from Toronto where it had been constructed. Its actual erection at the site was also supervised by our staff.

As in past years the Museums Section assisted with the preparation and installation of the department's display at the Canadian National Exhibition.

Under the department's museum grant programme, administered by this section, it is expected that the total number of institutions receiving assistance will be about 90. This represents a substantial increase from 1967. The average grant for 1967 was $832 for a total of $60,736 paid to 73 museums. In 1968 the average grant will be $828 paid to 90 museums totalling $73,771.

The Museums Advisers continued their active participation in the planning and organization of the Ontario Historical Society's Annual Workshop. These sessions are now considered as equivalent to credit for those persons taking present or future training programmes organized by the Canadian Museums Association.

As part of its general service to the province's museums, this office continued its annual statistical survey, and compiled and published attendance figures of all such institutions in Ontario. In addition detailed administrative data and a complete mailing list of names and addresses of curators was prepared for the use of interested persons.

Archaeological Field Work

The Branch continued to employ experienced archaeologists to survey and record aboriginal village sites in Huronia and in the Victoria-Ontario Counties areas. While many of these have been previously recorded, the surveys will re-locate them more precisely, describe their present condition, and attempt to define their cultural periods. Emphasis has been placed on

the Huronia survey, since the area contains a number of historically important 17th century mission sites recorded in the Jesuit Relations and other contemporary historical accounts.

Among other archaeological field projects approved were: an investigation of an early pottery works in Norfolk County; a preliminary survey of the historic La Ronde fur trading post in the Parry Sound District; a search for the site of the original H.B.C. post at Moose Factory; a limited excavation of the known site of the North West Company's inland headquarters at Fort William; a survey of the section of the Dawson Trail running between the French River and Quetico Park; a survey of the site of Wabinosh House, an historic H.B.C. post on Lake Nipigon; an underwater search for the American warships "Hamilton" and "Scourge," sunk at the mouth of the Niagara River during a violent storm in 1813; and a continuation of the investigation of the presumed site of Cahiagué near Orillia.

Publications and Services

In 1968 the Branch completed new editions of the two pamphlets "Historic Sites and Museums" and the "Plaque List."

The profusely illustrated brochure "Historic Ontario" received favourable comments from teachers, historical groups, historians and other interested citizens. While it has obvious appeal for visitors to Ontario, interest shown by educationists and students seemed to indicate its usefulness and popularity as a teaching aid.

Work continued on the plan to produce in published form the catalogue and guide to the departmental exhibit in the Main Parliament Building entitled: "Our Parliamentary Heritage." It is hoped to replace the present mimeographed catalogue in 1969.

The Branch provided assistance and information to other government departments, regional tourist organizations, municipalities and historical societies in connection with the historical sections of publications being prepared by these bodies. In addition a basic historical research service was provided for the recently established Ontario Heritage Foundation.

A very active function of the Branch includes the preparation of replies to historical queries posed by the public and various government agencies. These are frequently answered in detail and require painstaking research among contemporary documents and secondary sources. While the Centennial Year encouraged a record number of inquiries, the flow of requests fo historical information continued unabated 1968.

Special Projects and Exhibits

The Historical Branch continued to maintain i exhibit in the Main Parliament Building entitle "Our Parliamentary Heritage," replacing iten that required attention as a result of wear an tear or vandalism. It is estimated by the tou guides that 57,000 recorded visitors, many o who were school children, viewed the exhib during 1968. The exhibit has been the subje of much favourable comment. In addition t providing an attraction to all visitors in the Mai Building, it can be used as a teaching aid fo students studying the evolution of the parli mentary system of government.

Continued support was given to the architectur survey being conducted on behalf of th department under the supervision of Prof. W. Goulding of the School of Architecture, Un versity of Toronto. The province's remainin pre-Confederation buildings of historical and/o architectural significance are being inventorie and it is hoped that when this study has bee completed, a relatively complete list of Ontario remaining resources in this field will be mad available to groups and individuals interested i preserving these structures. The Branch co operated closely with other agencies intereste in historical preservation, in particular th Ontario Heritage Foundation for which it make available information of an historical an architectural nature.

In 1968 the Branch was asked to provide permanent secretariat for the continuing Pro vincial-Dominion Conference on Historic Resources. This group, composed primarily o provincial and federal government official concerned with the preservation and promotio of Canada's past, meets annually in differer parts of the country to discuss topics of mutu interest, exchange ideas, conduct surveys an make recommendations.

The Historical Branch was involved with th preparations of an exhibit commemorating th province's first Lieutenant-Governor, Joh Graves Simcoe. Organized by the Simco Memorial Foundation, much of the documen tary material was supplied by the Archive Branch.

Records Services Branch

During 1968 the organization phase of the Records Management Programme was largely completed. All personnel involved in the direction and implementation of the Programme are now Public Servants fully trained in the many and varied aspects of records management.

Records Analysis Section

Advisory assistance being given to departments includes:

- basics of filing techniques
- basics of indexing techniques
- basics of equipment selection and utilization
- improved techniques for information retrieval
- classification of records as active or inactive
- analysis of records to facilitate segregation into recognizable groups of active and inactive records
- basics of forms management
- basics of microimage techniques for retrieval, operational and space saving purposes
- basic concepts regarding the recognition and segregation of records of archival interest and value
- appreciation of the laws, statutes, regulations and other disciplines affecting the retention and safeguarding of public records

Some 29 departments and agencies are now actively engaged in the Programme which involves the service of 25 records officers, the majority of whom are engaged full time in the function.

These officers have originated numerous retention schedules and destruction requests which have been approved, resulting in an impressive list of tangible benefits:

- recovery of 5,100 legal size drawers
- recovery of 900 letter size drawers
- recovery of 18,900 linear feet of shelving
- recovery of 8,100 sq. feet of prime office space
- recovery of 7,200 sq. feet of vault space
- recovery of 7,400 sq. feet of basement space
- transfer of 36,620 cu. feet of records from prime space to lower cost space
- destruction of 39,800 cu. feet of dead records

During the past year, training sessions, seminars and workshops, specifically designed for personnel engaged in the Programme at all levels of endeavour, amounted to some 100 hours of instruction for some 220 participants.

Additionally, departmental records officers have conducted a large number of "in-house" sessions for their own filing supervisors and filing clerks, stressing specific department applications.

Records Centre Section

The inactive records housed in the Records Centre in Cooksville at the close of 1968 amounted to 36,324 cu. feet. Searches averaged 1,200 per month for an average retrieval time of 4.5 minutes per record. The service level is high; requests received in the morning are delivered in downtown Toronto on the same afternoon, while afternoon requests are delivered the following morning.

The Centre has been an ongoing attraction as an administrative showpiece to many executives from sundry jurisdictions, at the same time administering some 176 business visits for departmental personnel extracting data from or examining their own restricted records.

The security factors at the Centre are most stringent, designed to safeguard the records from external interference and from fire hazards; while internal devices insure proper ventilation; temperature and humidity control and protection from vermin.

Recent studies indicate that an extension to the Centre will be required in 1972 to accommodate the records which will be classified as inactive resulting from the current scheduling programmes of departments.

An indication of the impact of the Programme as a cost reduction factor particularly in the solving of space problems and the recovery of usable equipment was demonstrated at year end when one schedule from one department alone resulted in the destruction of 12,000 cu. feet of dead records — some 300 tons of paper. In equivalent terms, 2,000 four-drawer filing cabinets; sufficient space for 14 typists' work stations.

ONTARIO ARCHAEOLOGICAL AND HISTORIC SITES ADVISORY BOARD

This twelve-man Board of private citizens acts in an advisory capacity to the Minister on matters pertaining to history and archaeology. The members include professional historians and anthropologists, as well as other persons noted for their knowledge of the province's past.

Among the more important duties of the Board is the selection of suitable subjects for the province's historical plaques and approval of the inscriptions which appear thereon.

During 1967-68 monthly Board meetings were held in Toronto from October to May. In the course of the summer at least one member of the Board attended each of the forty plaque unveiling ceremonies and took part in the related official programme.

Appendix A

LIST OF HISTORICAL PLAQUES ERECTED IN 1968

The historical plaques erected during 1968 on the advice of the Archaeological and Historic Sites Board of Ontario are listed herewith under the counties or districts in which they are located. The brief descriptive notes which have been added are not copies of the actual inscriptions on the plaques, but are intended merely to indicate the nature of the subject commemorated.

ALGOMA

Capture of the "Tigress" and "Scorpion" — Describes an incident in the War of 1812 when two United States warships were captured by a party of seamen, soldiers and Indians from the British post at Michilimackinac. (Municipal Park, Thessalon.)

BRANT

"Mohawk Village" — Shortly after the American Revolution a group of about 450 Mohawk Indians, led by Capt. Joseph Brant, settled on part of the site of present day Brantford. They ceded the land to the Crown in 1841, and moved to the newly-created Six Nations Reserve. (Adjacent to the Mohawk Chapel, Brantford.)

CARLETON

***The Founding of Ottawa / La Fondation d'Ottawa**—This marker, in English and French, describes the founding of Canada's capital by Lieut.-Col. John By, R.E., in whose honour it was originally named "Bytown." (Grounds of the Centennial Centre, Confederation Square, Ottawa.)

Carleton University — Commemorates the establishment of one of Canada's major universities in 1942. (On campus between the library and Access Road.)

COCHRANE

***The Founding of Kapuskasing/La Fondation de Kapuskasing** — One of Northern Ontario's earliest planned industrial communities, it was the site of a large prisoner-of-war camp during World War I. (In front of the Canadian National Railway Station, Kapuskasing.)

DUFFERIN

Horning's Mills — This early settlement dates from 1830 when Lewis Horning located in the vicinity and built a sawmill and a grist-mill. These pioneer industries formed the nucleus of the present community. (On the grounds of the Presbyterian Church, Horning's Mills.)

DURHAM

Founding of Port Hope — This town derives origin from a group of settlers brought to t area in 1793. Its name was adopted in 18 despite local pressure to call it "Toronto." ((the grounds of Port Hope Town Hall.)

ELGIN

Trinity Anglican Church 1836 — This attracti frame building was constructed in the simp early Gothic Revival style, and is a good examp of a pioneer church of the 1830's. (On tl grounds of Trinity Anglican Church, Po Burwell.)

ESSEX

***The University of Windsor/L'Université Windsor** — Describes in English and Frenc the establishment of this university, whic derives its origin from Assumption Colleg founded in 1857. (St. Dennis Hall, Universi of Windsor.)

The "Philo Parsons" Incident — Describes a incident in the U.S. Civil War when a group Confederate sympathizers, who had embarke at Amherstburg and Sandwich, seized th American steamer "Philo Parsons." (Holida Beach Provincial Park, near Amherstburg.)

FRONTENAC

"Rockwood" 1842 — This fine old house wa built in 1842 by a prominent early citizen Kingston, John Solomon Cartwright. It wa acquired by the government in 1856, and is no part of a psychiatric hospital. (On the ground of the Ontario Hospital, Kingston.)

GRENVILLE

The Founding of Maitland — This pioneer com munity was the site of a shipyard during th French and early British periods. The town plc was laid out in 1824. The remains of an ol stone windmill still stand in the village. (Situ ated on the south side of the Main Stree Maitland.)

The Founding of Merrickville — This earl community was founded by William Merrick, Loyalist from Massachussetts who acquire property here in 1793. (On the grounds of th Municipal Building, highway 43, Merrickville.

GREY

Loss of the "Jane Miller" — Describes one o Georgian Bay's worst marine disasters when th "Jane Miller," a wooden-hulled freight an passenger vessel foundered near here in 1881 Some thirty persons were lost. (Colpoy Rang

nservation Area, about 7 miles north-east of arton.)

RON

e British Commonwealth Air Training Plan s air training scheme was inaugurated in 39 and before its termination in 1945 pro- ed over 300,000 trained personnel for the ied air forces.

NARK

e Rectory of Beckwith — Commemorates the ablishment of this early Anglican congrega- n and the building of St. James' Church in 8. (St. James' Church, Franktown.)

EDS

ousand Islands International Bridge — This portant connecting link between Canada and United States was opened in 1938 by Prime nister W. L. Mackenzie King, and President anklin Delano Roosevelt. (Adjacent to the tario Tourist Information Bureau, Hill and.)

COLN

Willowbank" — This fine example of Classic vival architecture was constructed 1833-35 Alexander Hamilton, a prominent Niagara izen. (On the grounds of "Willowbank," rner of Queen Street and Dee Road, Queens- n.)

e Field House — Built about 1800 by Gilbert eld, an early Loyalist settler in Niagara, it is e of the province's oldest remaining brick vellings. (The Niagara Parkway, between agara-on-the-Lake and Queenston.)

DDLESEX

deon Tiffany 1775-1854 — One of the ovince's earliest printers, he and his brother vester published Upper Canada's first inde- ndent newspaper. He moved to Delaware in 00. (Municipal Park, Delaware.)

eneral Sir Arthur William Currie 1875-1933 One of this country's most distinguished ldiers, he commanded the Canadian Corps in rope during World War I. (Strathroy District llegiate Institute, Strathroy.)

RFOLK

e Long Point Settlement — Traces the earliest rmanent settlement of this old established area the province, and the part it played in the ar of 1812. (On the grounds of South alsingham Township office, highway 59, about miles south of Langton.)

Founding of Simcoe — Describes the establishment of this community before the War of 1812, and its development until it was incorporated in 1849. (Lynnwood Park, Simcoe.)

NORTHUMBERLAND

Gore's Landing — Describes the founding of this community in the 1840's, and commemorates some of its famous residents. (Opposite the Anglican church rectory, Gore's Landing.)

J. D. Kelly 1862-1958 — Commemorates this gifted painter and illustrator who is best known for his meticulously researched portrayals of events in Canadian history. (Percy Township Centennial Park, Warkworth.)

PETERBOROUGH

Thomas and Frances Stewart — Honours Thomas Stewart, an early and prominent local settler whose public services greatly aided the development of this community, and Frances, his wife, whose published correspondence provides an invaluable record of pioneer life in the Peterborough area. (On the grounds of Thomas A. Stewart Secondary School, Peterborough.)

PRESCOTT

***Hawkesbury Mills** — Describes in English and French the founding of the town of Hawkesbury, which originated from the early mills built in the area. (Confederation Park, Hawkesbury.)

***St. Andrew's Church 1832 / L'Eglise "St. Andrew's" 1832** — Commemorates the founding of this early Ottawa Valley Presbyterian congregation and the building of the existing church in 1832. (On the grounds of St. Andrew's United Church, L'Orignal.)

RAINY RIVER

Fort Frances Canal 1878 — This early waterway was intended to form a significant link in the line of communication to the West. Its importance diminished when the Canadian Pacific Railway's route was altered to follow a more northerly course. (West End Park, 3rd Avenue West, Fort Frances.)

RENFREW

Champlain's Journey of 1613 — Commemorates the first journey up the Ottawa River taken by Samuel de Champlain, Father of New France. (Municipal Park, Cobden.)

Appendix A

SIMCOE

The Northern Railway Company of Canada — Details the history of a pioneer railway which ran the first steam train in this province in 1853. (On the grounds of the Collingwood Museum, Memorial Park, St. Paul's Street, Collingwood.)

THUNDER BAY

Sir Collingwood Schreiber 1831-1918—Honours one of Canada's outstanding surveyors and civil engineers who played a significant role in the country's era of railway expansion. (Municipal Park, Schreiber.)

Great Dog Portage — Describes a portage which was reputed to be one of the steepest on the Kaministiquia canoe route to the West. It was first recorded in 1688 by the French explorer, Jacques de Noyon.

Glacial Terraces — Describes this interesting geological formation, created as a result of glacial action some 20,000 years ago. (Centennial Park, Terrace Bay.)

Lake Superior Trek 1885 — Details an incident which occurred during the North-West Rebellion when the C.P.R. was faced with the difficult task of transporting a large military force to the West. (Scenic lookout, 6 miles west of Schreiber on highway 17.)

TORONTO (METROPOLITAN)

The Second Invasion of York 1813 — Describes the second occupation of the Provincial Seat of Government by American forces during the War of 1812. (Coronation Park, east of the C.N.E. grounds, Toronto.)

The Birthplace of Standard Time — Marks the site of a building where, in 1879, Sandford Fleming read a paper before the Canadian Institute outlining his concept of a worldwide uniform system for reckoning time. (At 60 Richmond Street East, corner of Berti Street, Toronto.)

WELLAND

Church of St. John the Evangelist 1825 — This simple Gothic Revival building was constructed largely through the efforts of Sir Peregrine Maitland, Lieutenant-Governor of Upper Canada 1818-1828. St. John's is one of the oldest remaining Anglican churches in the province. (Grounds of St. John's Church, Portage Road at Stamford Green, Niagara Falls.)

WENTWORTH

"Dundas Mills" — Describes the establishm of very early mills in this area and the cc munity which grew around them. The cc munity later became a part of the present to of Dundas. (Grounds of the House of Prov ence, Governor's Road, Dundas.)

YORK

Lieutenant-Colonel Robert Moodie 1778-1 — Honours this veteran of the Napoleonic W and the War of 1812, who was fatally wounc during his attempt to warn the governm authorities in Toronto of an impending re attack on the city. (Yonge Street North at Tr borne Drive, Richmond Hill.)

* Indicates plaques with English and Fren texts.

ppendix B

nations to the Archives

part from material acquired by purchase, or nsferred from Ontario government agencies, e Archives was fortunate during 1968 in the blic-spirited co-operation which it received m private, municipal, and institutional owners historical documents and pictures. The llowing list includes the names of the donors the larger or more significant collections ring the past year.

r. Frank Adams, Brantford.
r. Charles Bacon, Cornwall.
r. George Beaser, Williamsville, New York.
r. B. V. Bedore, Arnprior.
r. V. Blake, Toronto.
r. W. J. Bradley, Port Carling.
r. Robert J. Brown, Mt. Clemens, Michigan.
rs. K. Bunnell, Brantford.
r. Hudson Byers, Picton.
iss M. Cameron, University of Guelph, Guelph.
rs. Martha Christie, Owen Sound.
r. Barrett Clark, Wilmington, Delaware.
r. Charles Clay, Bewdley.
iss Anne M. Craigen, Vancouver, B.C.
r. W. H. Cranston, Midland.
rs. R. E. Deane, Toronto.
r. K. H. Diarmid, Scarborough.
r. Stan Dingman, Stratford.
r. Wayland Drew, Port Perry.
rs. Robert Farmer, New Liskeard.
rs. Agnes Gauthier, Sudbury.
ravenhurst Town Council, Gravenhurst.
renville County Historical Society, Prescott.
r. L. L. Guldan, St. Paul, Minn.
rs. Marion Hammond, Brockville.
rs. O. Hanley, Toronto.
rs. V. J. Harding, Richmond Hill.
r. Wm. C. Harper, Grimsby.
r. R. C. Harris, Toronto.
r. J. P. Hill, Ottawa .
r. Norman Horn, Toronto.
rs. L. E. James, Toronto.
r. Jim Kenyon, Hamilton.
iss Marjorie Laidman, Brantford.
rs. Gordon Lapp, Port Credit.
rs. George LeBlanc, Toronto.
ol. C. B. Lindsay, Toronto.
ajor Brian McCool, Toronto.
rs. Bernard MacDonald, St. Andrews.
r. J. B. MacDonnell, St. Andrews.
iss Jean McGill, Toronto.
r. Floyd MacIntosh, St. Andrews.
r. Duncan McLeod, Montreal, P.Q.
Mr. Norman McLeod, Wiarton.
Mrs. A. McNeice, Sault Ste. Marie.
Mine, Mill & Smelter Workers Union, Sudbury.
Mr. B. H. Mortlock, Bowmanville.
Mr. Farley Mowat, Port Hope.
Mr. George Murdoch, Toronto.
Norfolk County Historical Society, Simcoe.
Ontario Food Terminal, Toronto.
Mrs. F. Oliphant, Toronto.
Mrs. Marjorie Pewtress, Cobourg.
Father P. M. Plunkett, Winnipeg, Manitoba.
Mr. Harold Reeves, Port Hope.
Mr. Frank Ridley, Islington.
Senator A. W. Roebuck, Toronto.
Mr. Harry Sanford, Fairfield, Connecticut.
Saskatchewan Archives, Regina, Saskatchewan.
Mr. F. R. Scollie, Fort William.
Miss Agnes H. Smith, Toronto.
Bishop W. J. Smith, Pembroke.
Dr. O. L. Stanton, Ganges, B.C.
Mr. Robert Stewart, Guelph.
Mrs. Grace Taylor, Montreal, P.Q.
Miss B. A. Louise Thompson, Toronto.
Mr. John B. H. Thomson, Calgary, Alberta.
University of Toronto Library, Toronto.
Mrs. H. F. Vipond, Mount Royal, P.Q.
Mr. Claude Walker, Galt.
Mr. Donald Webster, Royal Ontario Museum, Toronto.
Mr. Gerald White, Toronto.
Mr. Brian Winter, Whitby.

GOVT PUBNS

Printed in Canada

Department of Tourism & Information
Department of Public Records & Archives

Annual Report 1969

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GOVT PUBNS

INTRODUCTION

After a comparatively slow start, Ontario's tourist industry registered a five per cent increase over 1968 for an all-time record travel spending total of about $1,740,000,000. This figure includes an estimated $400,000,000 spent on the purchase of recreational items in the province.

Among the many reasons behind the industry's steady and sometimes spectacular growth over the years is the trend toward more professionalism both in the development of tourist attractions and establishments and in the marketing of our tourism resources.

Once tourism was assumed to be the kind of industry that would continue to grow, like Topsy, of its own volition and momentum. Now it is recognized that tourism, like any other industry, must be carefully nurtured and developed along specific guidelines. Planning is essential if the Ontario tourist industry is to continue to prosper.

The Sixties, just ended, could be described as the decade in which tourism reached its majority. For the industry in Canada, EXPO '67 could be likened to a 21st birthday. It marked the end of one era and the beginning of another. Nothing in Canadian tourism would be exactly the same after EXPO.

As the industry moves into the Seventies, this new, more scientific approach to building our tourist industry becomes not only more important but necessary. Today's choosy traveller must be catered to or he won't come back. The competition for the tourist dollar is ferocious. Air transportation is faster, cheaper and more convenient than ever before and the enterprising tourist is justified in thinking that the world is his oyster. Accordingly the Department and the industry in Ontario must stress professionalism in every facet of its operation from the preparation of good and interesting meals to the use of highly sophisticated communications tools designed to sell Ontario as the ideal vacation land.

1969 ANNUAL REPORT

ADVERTISING BRANCH

ADVERTISING BRANCH

It is the responsibility of the Advertising Branch to produce, co-ordinate and place effective advertising and literature designed:

To stimulate the development of more travel in in Ontario;

To attract ever-increasing numbers of U.S. visitors to the province; and

To encourage Canadian people to explore the vast recreational resources that Ontario offers.

Our major tourism market is, of course, by weight of numbers and geographic location, the heavily populated North-Central and North-Eastern United States, encompassing New York, New Jersey, Connecticut, Massachusetts, Pennsylvania, Ohio, Michigan, Wisconsin, Indiana, Minnesota and Illinois. The market area can be defined as a semi-circle running from Boston to Minneapolis. Visitors from this area staying a minimum of two nights provide 90% of U.S. travel spending in Ontario.

Our marketing program is as sophisticated as that of any international or worldwide company. In recent years, the Department's marketing, advertising and research personnel, in conjunction with its advertising agency, have drawn up a comprehensive picture of the potential market for tourism. Research -- into the economics of advertising, in pre-tests and post-test of copy appeals, in delineating the characteristics of the best prospects -- has pinpointed the market in uncommonly specific analyses that tell us where, and how, and how much we should advertise.

These marketing research studies ensure that every dollar invested in advertising is reaching our best tourist prospects with the most effective and persuasive messages possible. It is basic to good advertising practice that every cent spent must bring a multiple dollar return.

Our communications objective for 1969 in the United States was to present a balanced impression of Ontario. Three elements were utilized to attract the U.S. visitor:

(a) Outdoor living (fishing, hunting, etc.)

(b) Cities and sightseeing, and

(c) Scenery (lakes, etc.)

The prospective traveller was made aware of the natural beauty and urban pleasures offering opportunities for both active or passive recreational pursuits in an Ontario vacation.

Advertising efforts again were aimed in those areas in the United States which represent the greatest potential for travel to Ontario. And, within these areas the advertising was aimed to those persons who represent our optimum prospects.

Demographic Characteristics of Potential Ontario Visitors

Within the states representing the best potential for Ontario, those persons most vulnerable and receptive to the advertising campaign are family oriented with households in metro suburbs where:

(a) The head of the household is 35 to 49 years of age (median age 41 years).

(b) The head of household attended college.

(c) The household income is $10,000 or more a year, with some additional emphasis on prospects with household incomes of $15,000 or more. Studies have found that 18% of Ontario visitors had incomes of $29,000 and over.

(d) There are two or more children.

(e) There is a late model car.

Continuity of Advertising by Period of Year

There was concentration of advertising in advance of the summer and fall vacation periods and additional advertising to develop further the spring and winter business. Advertising on a year-round basis is obviously desirable to extend the tourist season.

Media Strategy

Our strategy in 1969 consisted primarily of selective television and magazines.

Television

Television is especially suitable for travel promotion. It provides motion, sound, sight and colour - the entire fabric of a vacation experience - in a single mass medium.

The use of selective spot television permitted the continuance of the Department's policy of selectivity in advertising coverage - but with the following qualifications:

(a) Geographic segmentation and weighting can be very precise; individual market areas within a state can be purchased independently of one another. Television provides the opportunity to build area coverage on a market-by-market basis.

(b) Characteristics of visitors to Canada can be related to audience characteristics by skilful buying of time periods and program adjacencies.

> While striving to reach viewers that relate to Ontario's prime prospects in age, income, education and marital status, we reach persons above and below the target group. This broader coverage of television provides the opportunity to simultaneously "talk" about Ontario to a younger group. While the youth market may not be considered in the "best prospect" tourist class at the moment, it is sound business philosophy to build the foundation early for future years with younger people. And young people exert an influence on their parents -- and are extremely receptive to new ideas, new places to explore.

In order to use our funds as effectively as possible, our television advertising dollars were allocated carefully among the eleven target states in direct relation to their greatest potential value to Ontario.

Television commercials produced in 1968 were used in 1969, the contemporary techniques used in their initial production making them just as effective the second year. These television productions collectively fulfilled the creative requirements of presenting a "balanced impression" of Ontario - with equal emphasis on the outdoors, lakes and beaches, cities, history, culture and sightseeing.

These commercials had been pre-testdd the year before and reaction was favourable. We tested again after the campaign had run its course that year, and learned that 11% of the population in selected markets could accurately recall our messages.

In 1969, no further pre-test was needed, of course, but more thorough post-campaign tests revealed that we achieved an awareness of 25% ... compated with 11% the year before.

Another achievement, to add to the impressive list of international awards earned by our TV commercials the previous year, was a new award from the American Television and Radio Commercials Festival.

.....

Magazine Advertising

With television as a major vehicle to "tell the complete Ontario story" our magazine advertising took a different turn, talking to our prospective U.S. visitor in a more "relaxed" manner, creating a "happy" impression of Ontario, with a single, dominant, provocative full colour photograph emphasizing a particular appeal of Ontario and a headline that attracted readership and attention.

The 1969 magazine series was created with a dramatic new format - each large photograph "complemented" and/or "contradicted" by a headline, followed by informative body copy.

To give each advertisement a distinctive touch, the Ontario signature was re-designed with the Provincial flag repositioned to give added emphasis. The highly effective "Friendly, Familiar, Foreign & Near" expression was featured as an important part of the signature line.

Our Canadian magazine advertising was designed to feature the "Route" concept, so that it would be easily identified with the five "Route" publications issued by the Department, e.g., Land Between the Lakes, Heritage Highways, Wilderness Way of the Voyageurs, Champlain Country and Arctic Tidewaters.

A major change in pictures and text included as many unusual and lesser known attractions as possible within the particular "Route" area.

Six photographs were used to illustrate the advantages of touring a particular part of the Province and each of these pictures was captioned.

A significant innovation was the signature in the Canadian Series. The conventional "Ontario" has been reworked to read "Ontari-ari-ario", capitalizing in a rather dramatic way upon the continuing effect of the Ontario film, "A Place to Stand".

This signature works as well in print as it does in sound. A catch-phrase added further emphasis to the signature - "It's a nice place to visit, even when you live there".

The expression, "Great Ontario Adventure Vacation" became "Have a great Ontario adventure - this vacation".

.....

For the specialized interests of the sportsman involved with fishing and hunting, the Department placed full colour full page advertisements in a well-known outdoors magazine. This campaign was made even more effective by the participation of nearly 200 Ontario operators of hunting and fishing establishements, members of NOTO (Northern Ontario Tourist Outfitters) who also ran ads in the magazine. An effective promotional folder was printed, reproducing the Department's colour ads and the ads of the individual camp operators in a "Where To Stay" listing. This folder was used extensively at boat shows and sportsman shows and also made available through U.S. sporting goods shops. This joint co-operative effort increased the impact of Ontario's outdoor story. Northern Ontario Tourist Outfitters report the busiest spring fishing season ever.

....

Special Magazine Campaign

The Personality Series is the title given to this campaign, designed to reach an important selective segment of our potential market - affluent, sophisticated and more mature than our broader market prospect. He has more time for travel and consequently will be looking for new interests, ideas and stimulation in vacation travel.

World-famous Canadian photographer Yousuf Karsh was commissioned to photograph people deeply involved with Northern Ontario, people whose lives have been shaped by the Canadian Shield, with vivid and interesting personalities.

A very different approach to tourism advertising, the "Personality Series", has been appearing in what we call the "reading magazines" - that is, publications with a vital editorial appeal. The calibre of response has proved the remarkable effectiveness of the series, with enquiries and letters from educators, scientists, geologists, professional and business men and women.

....

Co-Operative Advertising Projects

Joint campaigns with other tourism facilities enable us to extend the impact of our advertising in our prime marketing area. In 1969, Ontario Tourism was a partner in special co-operative promotions with:

1. The Province of Quebec, Department of Tourism, Fish & Game, in a campaign using magazines, newspapers and radio advertising on the Heritage Highways Route from Niagara Falls to Gaspe.

   The Canadian Government Travel Bureau provided assistance with special promotions in shopping malls in major U.S. cities.

2. Northern Great Lakes Area Council (NORGLAC) - Ontario, Michigan, Wisconsin and Minnesota - combined in a co-operative advertising campaign aimed at the midwestern and southern states, to promote travel on the route of the voyageurs in the Great Lakes area.

3. Canadian National Railways ... promoting special "Invitation Tours" to encourage more passenger rail traffic inside Ontario ... and into Ontario from Quebec and from Michigan, promoting the tourist attractions of major Ontario cities on the concept of the all-season 'travel is fun on the package tour' idea. A concentrated campaign featured full colour newspaper advertisements and radio spots.

....

Publications

Advertising campaigns are the show window for Ontario vacations. But as every businessman knows, volume sales are built on a well-kept stock inside the store. Departmental publications represent that stock-in-trade, and in large measure have helped to secure the decision in favour of an Ontario vacation and to bring tourists across our borders.

Publication objective number one is to lure visitors into spending "A Great Ontario Adventure Vacation" - in "Ontario - Friendly, Familiar, Foreign and Near".

Publication number one, designed for lure purposes, tells the Ontario vacation story in broad terms. It deals in non-specifics. However, it does an excellent job of determining (among other valuable information points) those vacation areas prospective tourists will visit. By means of a check-off postal reply card in the lure book, we are able to follow up and again present prospects with detailed information on the areas of their choice. The lure book is publication number one, because it sells Ontario hardest. In addition it affords a second selling opportunity through its reply card.

Designed and produced in 1968, the lure book won industry-wide acclaim. Even more important, it won

greatest recognition and congratulations among those for whom it was designed -- our potential tourists.

So well received was the Ontario lure book, it was decided to capitalize on that recognition through continued use in 1969. Unit cost was thereby reduced and the publication objective realized.

Our route publications recognize the fact that Ontario is too vast and too diversified for complete travel coverage by visitors during any one year's vacation period. The likelihood of a tourist visiting such diverse points as Kenora and Kingston during one holiday is small. Ontario's route books solve this problem. Five route books cover five separate vacation areas, and provide a strong back-up to the lure book. Land Between the Lakes deals with south-western Ontario; Wilderness Way of the Voyageurs with the northwest; Trail to Arctic Tidewaters with the northern section to the shores of James and Hudson Bay; Champlain Country covers the southeastern section and the Ottawa Valley. Heritage Highways, published jointly with the Province of Quebec, highlights tourist attractions across the southern section of Ontario.

The route books contain specific information on the area they cover; they also contain a choice of suggested itineraries to stimulate and spread tourist traffic to the greatest possible extent throughout each area.

Ontario's special interest publications are designed to capture the tourism market in specific fields. Ontario Hunting, Ontario Fishing, Ontario Flying, Historic Ontario, Rocks and Minerals -- each of these books falls into the specialized interest category.

As new vacation trends develop and become widespread, additional specialized publications may be added, as in the case of snowmobiling in 1969..

The facilities publications, compiled and distributed purely as a service, are solely to provide information. Ontario Travel Facts, Where to Stay, Ski and Snowmobile Facilities, Ontario Campsites, Coming Events, and Marine Facilities, and others present factual information, usually in list form.

The Advertising Branch is responsible for design, copy and production of all publications in each category. The same careful research and planning which characterizes the Department's advertising campaign is also applied to its publications.

Additional Branch Services

The Branch initiated a policy in 1968 of providing creative assistance to local tourist associations and councils with their promotion and literature.

The service was again available in 1969, and has proved increasing popular. Design and copy assistance were requested and provided for the following publications: Ottawa (Winter book), Huronia (book), Niagara-Iroquoia (book), Haldimand County (book), Muskoka (winter book).

Design assistance, provided on request by the Branch includes such promotional material as folders, brochures, logos, corporate identify programmes, co-operative advertising layouts, etc.

By providing creative copy and/or design assistance and drawing on the resources of the photo library, the Branch has helped to upgrade the standard of tourist literature within the province during the past year.

PUBLICITY BRANCH

Press Relations Section

Establishing direct and continuing contact with representatives of the press, special interest magazines, radio and televison constitutes the prime function of this section which operates with a staff of four, including the supervisor. It is responsible, among varied other duties, for a comprehensive program to encourage all media to support the Ontario tourist industry through travel, outdoor and news page stories and broadcasts.

With Ontario continuing to appeal to more and more vacationers, the section met in 1969 far greater demands for general and specially requested articles, including French translations, from a mailing list of writers and editors which has now grown to include more than 3,000 in Canada and the United States. So widespread has Ontario's reputation become as a place of varied holiday interests that Canadian Embassy offices in distant lands now are receiving requests for special travel stories and photos (black & white and colour) from publishers in cities of their station.

Keeping Ontario's name in the travel spotlight in view of fierce competition from other regions could never be achieved without a periodic and well-timed distribution of articles of carefully chosen topics. Marketing areas must be taken into consideration. So must the seasons and the

travel habits of given areas.

To achieve the optimum in story and pictorial exposure the section long ago discovered that the "rifle" rather than the "shotgun" brings greater results. That policy still exists and is operable by dividing its overall mailing list into special segments.

One segment comprises the 550-member Society of American Travel Writers, representing North America's big circulation newspapers, international magazines and auto clubs. Another is composed of some 500 U.S. daily newspapers within Ontario's richest tourist market -- from the mid-west to the Atlantic Seaboard and south to Kentucky. The Ontario list of dailies and weeklies, radio and TV stations is supplied with releases on a regular basis. There is also a Canada-wide list. And last, but by no means least, is a list of more than 1,200 U.S. and Canadian trade (special audience) publications whose combined circulation far exceeds that of all daily newspapers in North America.

Regarding the latter, a special service was begun in 1967 by the press relations section which is unique in North American -- a catalogue of Ontario travel and outdoor stories called SYNOPSIS. Not only were the trade papers supplied with this aid, but all Ontario weeklies and hundreds of their U.S. counterparts as well.

So many new company publications have come into being since the start of SYNOPSIS that a check of directories last year revealed 400 new ones which indicated they welcomed travel stories -- a whopping 50 per cent increase over the 800 originals. Because of this it was decided to put out two separate issues in 1969 to increase our exposure potential -- one with six new story offerings for the originals and one with a like number of previously distributed articles for the new 400. The results proved more than gratifying.

The new list of editors was offered such topics as fishing, camping, Upper Canada Village, Ottawa's Tulip Festival, Stratford and a northern Ontario wilderness odyssey, which brought 40 reply cards for a total of 110 copies of stories. Editors on the old list returned 93 cards for a total of 304 stories on pike fishing, hiking, Toronto, the Agawa Canyon trip on Algoma Central Railway, the logging camp in Centennial Park at Thunder Bay, and Algonquin Park's tourist outfitters.

Owing to the high cost of clipping services, particularly in the U.S., the section devised other means by which to determine how our regular distribution was being received. Our most successful one was to have readers of published stories write to the Press Officer of this section for additional information, including maps, brochures and booklets.

This technique was applied to the Algonquin story, the Manitoulin Island story, and the ACR Agawa trip. Manitoulin was published in at least six major U.S. dailies with a combined circulation of 2,122,418 and drew 153 direct inquiries for added information. The Algonquin story appeared in nine major U.S. dailies, with a total circulation of 2,744,605, and brought 117 inquiries.

The ACR's Agawa Canyon story fared even better, appearing in 13 U.S. and Canadian publications with a total of 362 column inches and a combined circulation of more than 3,000,000. ACR officials attributed much of the increased percentage in passenger traffic in 1969 to the article distributed by this section. Indeed, traffic on the Agawa fall-colour excursion increased so spectacularly that the railway had to borrow additional coaches from the CPR.

We received an equally enthusiastic reaction to our annual ski roundup story. This article went out to a limited number of U.S. newspapers in bordering states, yet more than 200 requests were received for maps and our winter facilities booklet.

Persuading travel writers in groups to come to Ontario for conferences is another function of the press relations section and we have been successful in winning several bids over other ranking competitors. In 1969 we extended an invitation to the Central States Chaper of the Society of American Travel Writers to hold its June, 1970

convention on Manitoulin Island and it was overwhelmingly accepted over four other bidders. Some 50-60 delegates are expected to attend the four-day affair which will take them to Sarnia, along the Bluewater Highway to Sauble Beach, Manitouline and Sault Ste. Marie.

Maintaining a favourable relationship with the Society of American Travel Writers is a top priority responsibility. In this regard, it should be noted that the Publicity Branch's supervisor of press relations was appointed in 1969 as editor of The Travel Writer, the Society's official publication.

The acquisition of a full-time outdoor writer two years ago has helped the section to publicize more fully the province's potential as a paradise for hunter, the fisherman, the hiker, the camper and the snowmobiler. Throughout 1969 the writer was much in demand for speaking engagements in such centres as Lansing, Mich., Columbus, Ohio, Cincinnati and Louisville, Kentucky which also resulted in some 20 radio and TV appearances.

His other activities included escorting top international outdoor magazine editors and freelance writers on story-gathering safaris. There was a wolf hunt at Kabi Lake in March, an ice fishing filming at Lake Temagami in April, a rainbow trout fishing sequence on the Georgian Bay, lake trout fishing in White River in May, a bear hunt and

fishing trip near Mattawa in June, a bass fishing story in eastern Ontario in August, a wilderness adventure down the Wakwayowkastic River with a journalist from The London Observer in September, and a moose hunt with a bow hunting writer and a TV camera crew in the Cochrane area in October.

A close liaison between the outdoor writer and writers resulted in rewarding exposure in magazines and leading newspapers in the U.S. and Canada, including Field & Stream, Camping Journal and Sports Afield. Throughout the year, he represented the section at most principal outdoor conferences.

Just as articles are distributed periodically to the travel press, stories and bulletins went out on a regular basis to outdoor editors and freelance writers who made widespread use of the material provided, in most cases with acknowledgement to the Department.

Photographic Section

During the year Branch photographers were on assignment in the following areas:
N.W. Ontario, N.E. Ontario, Algoma, S.W. Ontario, S.E. Ontario, Haliburton, Muskoka, Algonquin Park, Manitoulin Island, Kawartha Lakes, North Bay, Southern Georgian Bay, Niagara Peninsula, Huronia and Moosonee.

Winter photography included the following:

Muskoka ski areas, Thunder Bay ski areas, Mount St. Louis ski area, Horseshoe Valley ski area, Mansfield ski area, Beaver Valley ski areas, Collingwood ski areas, Raven Mountain ski area, Ottawa area, Kenora area and Peterborough area.

Special Events included:

Canadian Ski Instructors Alliance ski school - Muskoka, North Bay Winter Carnival, Pembroke Winter Carnival, Tweed Winter Carnival, Kingston Winter Carnival, Barrie Winter Carnival, Oxtongue Lake Winter Carnival, Ottawa Winter Carnival, Fort Frances Winter Carnival, Wasaga Beach - Ontario Snowmobile Championship, Niagara Blossom Festival, Ottawa Tulip Festival, Stephen Leacock Festival, Elmira Maple Syrup Festival, Pottery Fair - Collingwood, Muskoka Lakes Regatta, Cobourg Highland Games, Canadian Olympic Regatta - Kingston, Water Ski Championships - Upper Canada Village, Niagara Grape Festival, Shaw Festival, Erin Fall Fair, Oktoberfest - Kitchener and Hydroplane Regatta - Orillia.

In addition the section covered photographic assignments for the following departments:

Lieutenant-Governor's Office, Prime Minister's Office, Legislative Assembly, Civil Service, Labour, Correctional Services, Public Works, Agriculture and Food, Social and Family Services, Municipal Affairs, Provincial Secretary and Citizenship, Education.

A continuing program of photographing new members of staff for Personnel Branch is being maintained.

A total of 2362 negatives and 6651 colour transparencies were filed.

A two minute colour television film featuring the fine facilities of the Thunder Bay ski areas was produced for distribution to mid-west television stations in order to promote this area.

Staff photographers working with the editorial section of the Advertising Branch selected the photographs and designed the lay-out for a departmental booklet, "Champlain Country". This is a policy that will be carried out with all departmental publications.

Due to the heavy demands upon the material in the photographic library and the large numbers of colour transparencies filed, new filing equipment and a new system is planned in order to offer better service.

Special Promotions Section

Special promotions involved Departmental personnel in more than 75 different events during the course of the year including group tours of news media personnel, travel agents, automobile and ski club executives and dignitaries from other countries. Although the complete listing is impressive in itself, it does not indicate the enormous number of man-hours

and days required in the preparatory work necessary to be sure that each function not only operated smoothly but also provided the means for subsequent advantageous publicity and goodwill for the Province.

In addition to conducting tours for individuals, the section organized the following:

(1) Winter sports promotion of news media and ski club executives from Michigan involved travelling for five days in the Huronia-Collingwood-Barrie area of Ontario.

(2) In conjunction with other members of the department, the Stratford Festival Foundation and Canadian Government Travel Bureau staff in Chicago, the Special Promotion Division spent many hours in promotion of the Shakespearean Players appearance in Chicago from February 28th to March 5th. Front page accolades in Chicago newspapers enhanced the Ontario image for millions of readers.

(3) Committee meetings in Chicago, Detroit, Ann Arbor, Morrisburg and other centres were attended for more than a year prior to the 10th Anniversary of the St. Lawrence Seaway celebration. Departmental personnel were particularly responsible for the events at Cornwall, Upper Canada Village and in Sault Ste. Marie, Ontario. News media carried full reports of the celebrations and the publicity resulted in increased numbers of visitors to these areas.

(4) The Sixth Annual Ethnic Press Tour required the co-operation of the Ontario Northland Railway staff in making arrangements for the 35 participants to visit Moosonee and and the James Bay area. Other Northern Ontario sites visited included Cochrane, Hearst, Oba, Sault Ste. Marie and Sudbury. As in all other Special Promotions activities, the tour resulted in many pages of pictures and favourable printed material which was presented in Scrap Book form to the Minister at an Ethnic Press Banquet honouring the Prime Minister of Ontario and the members of the Cabinet, at the Royal York Hotel on October 5th, 1969.

(5) Special arrangements were made by Branch and Division personnel for a tour by 12 Japanese Expo '70 hostesses of the Toronto-Niagara Falls area.

(6) A five day motor trip for a group of CBC International Radio broadcasters was organized with arrangements made for interviews with Ontario residents who had emigrated from other countries and who now lived in the northern communities of Ontario. Results were far beyond expectations with more than 50 taped interviews being recorded for playback in various countries throughout the world.

(7) For the second year the division represented Ontario at the American Society of Executives Convention at Las Vegas, Nevada. The convention facilities of Ontario were brought to the attention of association executives who are responsible for the selection of convention sites for their associations.

(8) Together with representatives from the Fort Henry Guard and an Indian canoe builder, division personnel played a part in the observance of Canada Week in St. Louis, Missouri.

(9) Group tours also included a trip through Ontario for New Zealand travel agents and a press, radio and television tour to the Canadian Lakehead for the inauguration of the new city "Thunder Bay" on December 31st.

A continuing activity of the Division is the organization, production and distribution of Ontario Convention material to the numerous associations and organizations throughout the world who are constantly seeking suitable locations for their meetings and conventions. Through subscription to such periodicals as Sales Meeting magazine and other similar publications a program is now in operation, primarily by mail, to encourage and assist potential conventioneers to select a meeting location either in the resort areas of our lakelands,

or in the larger municipalities which are equipped to cater to conventions requiring space and accommodations for literally thousands of people.

Special promotions not previously mentioned included: March 5-6: Tour of Toronto and Upper Canada Village; LeRoy Crook, Film Producer, Sarasota, Florida. March: Wolf Hunt, Oba area; Tom Opre and Bob Easterbrook, Outdoor Writers. March 25-28: Toronto-Niagara Tour; T. Fujino, Writer, Tokyo. March 28: Toronto Tour; C.G.T.B. personnel. March 31: Press reception, Cleveland. April 1-2; Press reception, Minneapolis. April 14: ATRO Convention, Toronto. April 13-14: Reception, Cleveland. April 22: Film night; Marquette University, Milwaukee. April 23-25:Convention and seiminar, Ottawa. May 1-3: Tour of Lake Simcoe; F.M. Paulson, Field and Stream. May: Fishing trip to White River; John Cartier, Outdoor Life. May 16-17: Newspaper Publishers Association Convention, Toronto. May 18: Upper Canada Village; LeRoy Crook. May 20-22: Niagara Falls Tour; Dr. Hans Unger, Editor, Germany. May 30-June 1: National Press Fishing Trip, Golden Lake. May 30-June 1: Hotel Sales Management Association, Honey Harbour. June 3-5: Niagara Falls and Toronto; Michio Hiraiwa, C.G.T.B. June 4-6: Toronto Tour; Wayne Mercer, C.G.T.B. June 6-9: Toronto-Niagara Falls-London; Philip Wrack, London Evening News, England. June 6-13: Southern Ontario Tour; Karen Branan, Journalist. June 12-13: Toronto; Gilbert Love, Pittsburg Press. June 19: Toronto, Upper Canada

Village and Ottawa; Klaus Peter-Heim, Editor, ADAC "Motorwelt". June 14-16: Toronto-Niagara Falls; Elmar Drost, German journalist. June 20-29: Algoma fishing trip; Jim Butler, WCW Radio, Traverse City, Michigan. June 22-23: Toronto tour; U.S. visitors from Christ Methodist Parish. June 29-July 2: International Circulation Managers Conference, Toronto. June 30-July 2: Tour of Niagara Falls and Toronto; Nick Nicklas, Auto-Radio News, Aliquippa, Pa. July: Fishing trip, Ball Lake Lodge; Gary Todd, Jim Hilliard and Fred Heckma, WIBC Radio, Indianpolis. July: Fishing trip, Cochrane; Tom Opre, Detroit Free Press. July 1-15: Stratford-Belleville-Toronto; Dick Davis, Travel and Camera Magazine. July 2-5: Toronto-Niagara Falls; Walter Burtinghausen, journalist, Holland. July 9-10: Toronto-Midland; A. Wollachlager, journalist, Berlin, W. Germany. July 14: Toronto tour; Dr. Werner Kuhn, journalist, Switzerland. July 10-20: Trent Waterway by houseboat; Hank Andrew, outdoor editor, Cleveland Press; George Tilford, Boating Editor, Indianapolis News; Bob Rankin, Outdoor Editor, Cincinnati Enquirer; Jim Robey, Outdoor Editor, Dayton Journal. July 20-25: Trent Waterway; Jack Parry, Gary Post-Tribune. July 28: Toronto-Stratford; Kaoru Kanetaki, Japanese Travel Personality. August 15-17: Toronto tour; Douglas Ashley, journalist, U.S. August 18-23: Toronto; Andrew Magarova, Commissioner, Russian Pavillion, Montreal, and Kenneth Fry, Deputy Commissioner, Economic Development and Tourist Development, Milwaukee. August 22: Toronto; Tom Opre, Detroit Free Press and Peter Czura, Outdoor writer, Lincoln, Nebraska. August 22-24: Toronto-Niagara Falls; Jeffrey

Jenkins, Harrowgate Association, Sydney, Australia. August 25: Old Fort Henry; Marjorie Leamensen, Zionsville Times. September 1-13: Southern Ontario; Bill Scrifes, Outdoor Editor, Indianapolis Star. September 14-16: Northern Great Lakes Area Council annual meeting, Minneapolis. September 5-25: Northern Ontario tour; Eric Newby, Travel Editor, The Observer, London, England. September 10: Honey Harbour; F.M. Paulson, Field and Stream. September 12-15: Albany River; Nick Karas, writer, Long Island, N.Y. September 11: Toronto-Niagara Falls tour; Franz Hoeller, Travel Editor, Frankfurt, Germany. September 12-16: Ottawa-Toronto; Cliff Michelmore, TV producer, London, England. September 15-16: Toronto-Niagara Falls; Nigel Buxton, Sunday Telegraph, London, England and Dr. P. Martin, Editor, Frankfurt, Germany. September 22-24: ATRO meeting, Bracebridge. September 20-21: Toronto-Niagara Falls; Southern U.S. travel agents. September 24-27: Toronto and Niagara Falls; Vivian Schneider, C.G.T.B. October 3-5: Hotel Sales Management Convention, Kitchener. October 3-6: Toronto-Niagara Falls; Diana Wynne, Australian Home Journal, Sydney, Australia. October 6-18: Plaza Promotion; St. Louis, Mo. October 11: Mexican Travel Trade Dinner, Niagara Falls. October 21-23: Toronto-Niagara Falls; Lars Lind, Globe-trotter Tours, Sweden. October 24-26: Detroit Ski Show. October 20-30: Toronto-Niagara Falls; M. Strickland, Editor, Malta. October 25: Hornepayne; Jerry Samuels, Writer, Palatine, Ill. October 28: Kemptville; Butch Allen, Buffalo Courier-Express. November 17: Ontario Science Centre, "Reach For the Top" TV show.

November 20-21: Toronto tour; Southern Travel Directors Conference. December 9-10: Toronto; Georgia MacLean, C.G.T.B.

Print Purchases

A total of 367 prints were purchased during 1969, 215 for the NFB, 40 for Modern Talking Pictures (a U.S. distributor) and 112 for the department. In addition, 25 prints of each of the ten one-minute winter 'promos' were bought and distributed to Ontario TV stations through our district offices. Another 10 were purchased for general distribution in the province.

MINAWANAMUT, produced by Drege Audio, was released early in 1969. Since its release it has received the CTA Maple Leaf Award, a certificate of merit from the Michigan Outdoor Writers Film Festival, and the Italian State Tourist Office Cup in the 10th Annual International Festival of Tourist and Folklore Films in Milan, Italy; with A PLACE TO STAND, it shared an award given by the Associasione Generale Italiana Dello Spattacolo.

WINTER POTPOURRI, produced by Dan Gibson Productions and released last fall, was awarded first place in the Outdoor Travel Recreation category in the Michigan Outdoor Writers Film Festival.

Ten prints of Moreland-Latchford's RCMP MUSICAL RIDE were added to the library.

Film Nights

The summer film programs at the National Library in Ottawa was again undertaken with two programs weekly in July and August and special showings during the Tulip Festival.

An Ontario Film Night at Marquette University, Milwaukee, drew more than 700 persons and considerable newspaper, radio and TV publicity.

Mailings

Two 500-piece mailings were undertaken. The first, offering AH'NEESH, MINAWANAMUT and RCMP MUSICAL RIDE, drew 85 reples. The other, offering WINTER POTPOURRI, brought 100 requests.

INFORMATION BRANCH

This branch is the travel counselling arm of the Department. Its task is to convert prospects into tourists through a personalized communication approach that embraces face to face counselling in major travel and sport shows in our market areas, replying to mail and telephone requests for tourist information and assisting other travel organizations to promote Ontario as a holiday destination. Counselling is supported by the bulk distribution of Ontario promotional literature.

In addition, the branch is responsible for the development of package tours and special programs in co-operation with travel agents, tour wholesalers, airlines, railways and bus companies.

The Information Branch also plays an important role in the operation of the 37 Tourist Information and Reception Centres in the province. Its function in this regard is to set policy in matters relating to staff recruitment, training, job performance, and uniform standards of dress and building design.

Information Services Section

This section is devoted chiefly to counselling by mail and telephone and to the bulk distribution of departmental literature.

Inquiry volume in 1969 remained essentially the same as in the preceding year with 223,976 received by mail and 33,776 by telephone for a combined total of well over a quarter of a million.

The daily Inquiry Lists produced for the relaying of inquiries to Regional Tourist Councils, Chambers of Commerce and establishment operators increased from 12,182 in 1968 to 13,897 -- a 14 per cent climb. Many of these specific-interest requests originated at sports and travel shows.

Through the increased use of automated typing equipment in replying to mail inquiries, the Department expects to achieve a higher level of conversion from prospects to actual visitors.

More than four million pieces of departmental promotional literature were distributed in appropriate quantities to tourist organizations in the United States and Canada. In Ontario, the Department's Tourist Reception Centres and the Regional Council or Chamber of Commerce information bureaux are the prime recipients of quantity allotments. In the U.S., Canadian Government Travel Bureau offices have top priority, followed by automobile clubs, touring services,

transportation companies and travel agencies.

In addition, Ontario literature is sent to transportation companies for special promotions and is used extensively in support of bids for conventions for Ontario and pre-convention mailings to delegates. The section also advises the Advertising Branch on the type of literature best suited to its needs.

Travel Counselling Section

The Travel and Sports Show program provides the Department with a means of making direct personal contacts with those persons who might be assumed to be prime prospects. in 1969 counsellors staffed Ontario booths at shows in 11 key cities: Dallas, Chicago, Milwaukee, Minneapolish, Des Moines, Cleveland, Kansas City, Detroit, Louisville, St. Louis and Winnipeg. Ontario winter vacations were stressed at Ski Shows in Detroit, Cleveland and Minneapolis. The Branch also provided counselling services at the Royal Winter Fair in Toronto in association with the Ontario Ski Operators Association. As a result of this program, a total of 68,754 prospects were counselled individually on the attractions of Ontario.

Direct travel counselling services to the U.S. public continued through our program with the Canadian Government Travel Bureau. In May and June, Travel Counsellors were assigned to C.G.T.B. offices in New York, Cleveland, Chicago,

Minneapolis, Detroit, Rochester and Cincinnati for five to six-week periods. Additionally, Department Travel Counsellors assisted the C.G.T.B. in their continuing series of shopping mall promotions.

Within Ontario, travel counsellors assisted a number of visiting convention groups with travel inquiries. On an experimental basis, counsellors were assigned for the first time to public counselling functions in Toronto newspaper travel bureaus. Supported by publicity from the publications, this service proved useful in encouraging Metro visitors and residents to visit other parts of the province.

At Queen's Park, department travel counsellors conducted more than 56,000 visitors through the Legislative Buildings in 1635 separate groups. As well, this section handled 253,000 (compared to 90,000 last year) queries for Government Building information.

TRAVEL RESEARCH BRANCH

This branch provides up-to-date detailed information on Ontario's tourist markets, and examines the present penetration and future thrust into these markets by the Province. It also undertakes continuing studies of the tourist plant itself and its customers -- a prerequisite to marketing, advertising, planning and development of Ontario tourist facilities.

General information on many aspects of Ontario tourism is contained in the 1969 "Statistical Handbook" which is available for distribution to government, industry, educational organizations and others.

Recently it has been realized that, following modern trends in travel, a global concept of tourism is required; accordingly, the Travel Research Branch began a study of the European market in 1969 and it is expected that promotion of travel to Ontario from Germany and other parts of Europe will soon be extended.

U.S. Visitor Studies

The United States, particularly those states in close proximity to Ontario, continues to be our primary tourist market. An analysis of the "U.S. Auto Exit Study, 1967-1968" revealed that 95 per cent of the respondent visitors

originated in the 11 states which compose Ontario's primary marketing area - Massachusetts, Connecticut, New York, New Jersey, Pennsylvania, Ohio, Indiana, Illinois, Michigan, Wisconsin and Minnesota. Only about two per cent of families living in the bordering states visit Ontario; but, it was found that almost 50 per cent of those households are potential visitors to Ontario. This residual of 48 per cent presents a challenge which, if we are to maintain our present level of U.S. visitors to Ontario, cannot be ignored. Data from this and other socio-economic studies of U.S. visitors is an essential factor in the development of appealing tourist attractions and tourist establishments, and in the planning of promotion directed towards these states.

In 1969, "U.S. Visitors to Ontario Government Reception Centres" were again sampled and the results analysed. The data will be published in a single report in 1970, together with figures obtained during 1968.

A report entitled "An Analysis of U.S. Visitor-Prospects to Ontario" will be published early in 1970. Descriptive brochures promoting Ontario as a vacation destination were mailed by the Department to households in four selected U.S. cities. Addresses were obtained from the Ontario Government Reception Centres' Guest Registration cards, the Department of Tourism and Information's Inquiry lists, and the Reuben H. Donnelly Corporation, an American marketing

service organization. It was found that the Department's Inquiry list and the Reception Centre's list were the Province's best source of contact of visitor-prospects.

Ontario Studies

To discover and relate the impact of the Shaw Festival and its visitors on the tourist market in the Niagara area, a "Survey of Visitors to the Shaw Festival Theatre" was made. The geographical, cultural, historical and scenic attributes of the entire Niagara Frontier were included in the report as an essential part of the total influence of this cultural attraction.

a major study of the "Travel Habits of Ontario Households and Their Expenditures" was completed and a comprehensive report published. A significant amount of previously unavailable information was obtained from this study. In 1966-1967, Ontarians made an average of 8.35 trips per household, or a total of approximately 15.7 million trips, 72 per cent of which were personal trips (visiting friends and/or relatives, shopping, other personal reasons), 15.8 per cent were vacation trips and 12.5 per cent for business. The average income of those Ontario families who took trips during this period of study was $7,410 of which $462 was spent directly on travel. In addition, approximately $593 was spent on items related to travel such as automobiles, boats, cottages, skiing, hunting and fishing equipment, and outdoor recreation clothing. Examinations of expenditures

made revealed that almost half of the $868.8 million total expenditure on travel was generated by vacation trips.

Also published in 1969 was a report on "A Survey of Visitors to Manitoulin Island" in which the tourist potential of the island and the socio-economic characteristics of its visitor were studied, and recommendations made.

The annual report on "Tourist Establishment Occupancy" was produced showing a sample of occupancy in all types of tourist establishments during the months of January and July.

The Interdepartmental Committee of the Province-wide Tourism and Outdoor Recreation Plan has completed Phase I - a Design Methodology - of the study project.

Along with our traditional reports, the Travel Research Branch is also assigned special "short reports" or "briefs" . Some of these are indirectly related to the tourist industry, while others deal mainly with financial and accounting matters. Of the many "short reports" produced, the following are most prominent:

"Number of Visitors to Ontario Vacation Areas and Their Expenditures (Direct) Compared with the Expenditures of local Residents, 1967"

"Tourism in Ontario, 1969"

"Economic Importance of Tourism in the Province of Ontario"

"Brief Summary of the 1969 Tourist Season in Ontario"

"Finance and Tourism"

"Customs Regulations"

"Ecological and Environmental Factors on the Future Development of Canada's Mid-North Recreation"

TOURIST INDUSTRY DEVELOPMENT BRANCH

Planning is beginning to assume an important role in shaping the Ontario tourist industry. The Department now believes the industry must expand within specific guidelines rather than grow "like Topsy" -- with regard both to marketing and development. It is becoming increasingly realized that each section of the province establish development goals and that these be co-ordinated with the goals of other areas to avoid duplication and unnecessary competition for the tourist dollar. In any such analysis, careful distinction must be made between natural or environmental attractions and man-made features like festivals and historic sites. The availability of suitable accommodation also must be taken into account.

During the year, the branch worked closely with a number of the Community Colleges in helping them establish courses on tourism and hotel-motel management. These courses are proving to be very popular and enrolments are near the maximum.

Much time was spent revising the regulations made under the Tourism and Information Act. Several recent developments have made such revisions essential, in particular, the growing use of prefabricated bathrooms, and the very rapid increase in the use of trailers and mobile camping equipment. We have also co-operated with the Fire Marshall's Office in the re-writing of the Hotel Fire Safety Act and Regulations.

The branch has continued to co-operate with the Arts and Crafts Societies and the souvenir and gift industry in an effort to promote the wider sale of Ontario-made souvenirs. Considerable progress has been made in this field, and there are now many more made-in-Ontario souvenirs available than there were a year ago. We have put displays of some of these articles in the tourist reception centres and have received much favourable comment and many inquiries about the articles shown. We are presently working with the Indian people to establish a province wide co-operative to produce genuine Ontario Indian artifacts to be marketed.

Again, the branch administered the grants to the Regional Tourist Councils and helped these Councils with advice and counselling to aid them in developing and promoting the tourist industry in their regions. We passed on to them the findings of our research brand and other studies which enabled them to direct their efforts more effectively.

The branch offered help and assistance to many people wishing to become established in the tourist industry; we helped them choose locations and advised them on obtaining finances. The number of these requests is increasing at a great rate; we have received well over 100 such inquiries this year and a good number of these inquirers have now entered the industry.

The branch has stepped up its activity in co-operation with the Department of Agriculture and the farm organizations in helping to develop farm vacations. This field is still in its infancy but it could bring much needed extra income to the farmer when developed on a wider scale.

One member of the branch has worked full time on the Federal-Provincial Rideau-Trent-Severn Waterway Study. The Rideau portion of this report is now nearing completion. It will provide much needed direction in the development of this great Waterway.

Members of the branch continued to serve on many committees of Government which are designed to assist the

development of all stages of the province's economy. These include such committees as the Niagara Escarpment Study, the Northern Ontario Development Committee, the Wasaga Beach Committee, the Committee on Northern Ontario Airports and many others.

The very rapid development of snowmobiles has done very much to extend the operating season for many tourist establishments. The branch has co-operated in compiling a booklet listing the facilities available for both skiing and snowmobiling and has encouraged a number of areas to develop snowmobile trails and facilities.

Eastern Region

This comprises the counties of the Eastern Ontario Economic Region and the two counties of Lennox-Addington and Hastings in the Lake Ontario Economic Region. Located here are such oustanding tourist attractions as Upper Canada Village, Fort Henry, the Thousand Islands and the National Capital.

South Central Region

This region includes nine counties bordering Lake Ontario -- Northumberland, Durham, Ontario, York, Peel, Halton, Wentworth, Lincoln and Welland -- and Metropolitan Toronto. Some of its major attractions are Niagara Falls, the Canadian National Exhibition, Black Creek Pioneer Village, Toronto City Hall, the Ontario Parliament Buildings, the Ontario Science Centre, and the cultural and sports events of Toronto.

Recent research by the Department indicates that about one third of all trips made by Ontario residents have their destination in this region -- 20.6% to Toronto and 12.5% to Niagara Falls.

It was noted that the demand for tent and trailer park facilities in this region outstrips by far the available supply, particularly in densely populated areas where the high cost of land is a prohibitive factor.

Southwestern Region

This Administrative Region -- called the Land Between the Lakes -- embraces the St. Clair, Lake Erie, Mid-Western Economic Regions, Grey and Bruce Counties of the Georgian Bay Economic Region and Brant and Haldimand Counties of Niagara Economic Regions.

In 1969, largely as a result of the gaining popularity of camping and trailering, tourism revenue in the area was up five per cent.

The branch has undertaken a study of the Ontario shoreline of Lake Huron to determine the physical capabilities for harbours, shelter harbours and marina facilities to accommodate pleasure boating.

Central Region

The Central Ontario Administrative Region covers the counties of Peterborough, Victoria, Simcoe, the District of Muskoka, the Provision County of Haliburton and Algonquin Park.

Winter sports -- skiing and snowmobiling -- has become a major attraction here. In this connection, the branch last year organized an Ontario Winter Reporting System to provide accurate, up-to-date information on ski conditions. This system provides daily reports to 154 radio stations, 15 TV stations and seven daily newspapers.

Northeastern Region

This is an area bounded by the Quebec border, James Bay and Hudson Bay, Thunder Bay Electoral District, Lake Superior, Georgian Bay and includes the District of Parry Sound.

Long known for its excellent hunting and fishing, the region is gradually developing other attractions such as the Ontario Northland Polar Bear Express from Cochrane to Moosonee which carried 17,000 passengers in 1969, an increase of 35 per cent. The Agawa Canyon trip was well publicized by the department and, as a result, attracted 29,045 passengers, an increase of 240 per cent.

Northwestern Region

The Northwestern Administrative Region includes the Districts of Kenora, Rainy River and Thunder Bay, an area of 550 highway miles east to west extending north from the International Border to Hudson Bay. The area is best known for its excellent hunting and fishing. Other major tourist activities are skiing (Lake of the Woods and the Lakehead) and summer sports such as swimming and sailing.

Huronia Historical Parks Branch

Creative teachers and students are accelerating annually the transformation of Huronia into a massive and productive educational resource.

Often called the cradle of Ontario's history, Huronia (or Simcoe County) preserves a vast heritage - centuries of natural and eventful human history - for Canadians and their guests.

Since 1964, the Ontario Government has been developing three of the more significant historic sites there to interpret their legacies to the teacher, the student and the public. These Heritage Projects are:

* The current reconstruction of Sainte-Marie among the Hurons (1639-1649), on Highway 12 east of Midland; this is the original site of Ontario's first European community and the central residence for six of North America's eight French Jesuit martyr saints.

* The Museum of the Upper Lakes, officially opened May 28, 1969 in the former Department of Lands and Forests Park on Nancy Island in the Nottawasaga River at Wasaga Beach; this preserves lore of 300 years of navigation, including the hull of the last British vessel on the Upper Lakes during the War of 1812-14 - The Nancy - which created her own memorial there.

* The partial restoration and reconstruction of the British Naval and Military Establishments (1814-1856) at Penetanguishene; this is the original site of the British Empire outpost created to guard Upper Canada (Ontario) against attack from the north after the War of 1812-14 with the United States.

Huronia, south of the Trent-Severn Waterway and roughly between Lakes Couchiching and Simcoe and Georgian Bay, was the seventeenth century home of 30,000 industrious and intelligent Huron Indians:

Here French missionaries, explorers and traders established the farthest inland outpost of the period in North America - Sainte-Marie among the Hurons, 800 miles by canoe from the nearest settlement on the St. Lawrence River;

Here the initial Christian service - a mass on August 12, 1615 - was solemnized in today's Ontario;

Here Samuel de Champlain, father of New France, lived in 1615-16 and charted a French Empire in the New World;

Here died five of the first eight saints canonized by the Roman Catholic Church for deeds on this continent; (three perished near today's Auriesville, N.Y.);

Here the Hurons were virtually obliterated by the Iroquois from northern New York state.

During the 1640's, the Iroquois determined to gain control of the rich fur trade to the north and intensified their attacks against the Huron nation. As the end of the decade approached, the Hurons had been decimated by invasion, white man's diseases and famine. The living were fleeing.

Sainte-Marie I, never attacked, was isolated gradually amid charred and deserted villages. In the sunset of June 14, 1649, the disheartened Jesuits fired their home and "fled with their flock" to nearby Christian Island where Sainte-Marie II was constructed hastily.

Starvation and aggression persisted; in the spring of 1650, the French and a handful of Hurons paddled the treacherous route to Quebec and for almost two centuries the wilderness enveloped Sainte-Marie among the Hurons.

Today's Huronia is now a microcosm of Canada's three founding cultures - Indian (the Beausoleil Band of Ojibwas on Christian Island, French (chiefly bilingual Penetanguishene and Tiny Township), and Anglo-Saxon.

Immediately adjacent to Sainte-Marie I, the Canadian Wildlife Service of the Department of Indian Affairs and Northern Development opened in July, 1969 the Wye Marsh Wildlife Centre to introduce exploration - discovery by acute observation - in the interpretation of flora and fauna.

The new concept of instant involvement supersedes the traditional zoo and museum in revealing the mysteries of the northern hardwood forest from Lake of the Woods to Gaspe.

This co-ordination by two governments affords rare - if not unique - benefits: understanding of natural and human history within a single valley.

Huronia's heritage projects - evolved by three levels of government and private agencies - the environment and the residents have combined to achieve international recognition by educators as multi-disciplinary resources for elementary and secondary schools, colleges and universities.

Development of the facilities coincided fortunately with the widespread acceptance of the inquiry and discovery concept in education. As students enjoyed and benefited by the involvement of their five senses - sight, taste, touch, hearing and smell - teachers expanded the educational field studies from the traditional day to as long as a week.

In co-operation with the Huronia Historical Parks administration at Sainte-Marie I, teachers charted field studies schedules through the region seeking maximum learning experiences for groups and individuals. Opportunities are as varied as character: one class devoted two days to an architectural survey of Sainte-Marie I; for the second successive year, students camped at their expense for seven vacation days to enrich their education.

Simultaneously, these new dimensions are developing to assist the understanding and appreciation of Indian culture there over the centuries:

> At Sainte-Marie I, William Parker, an Ojibwa native of the Hiawatha reserve at Rice Lake, interprets the life of seventeenth century Hurons and their contemporaries in conversation and crafting pottery and pipes (none sold);

The Metropolitan Toronto Separate School Board purchased an Indian village site in Huronia with the objective of developing a controlled program of archaeology and related subjects for elementary and secondary school students;

The Ontario Archaeological Society and the Department of Anthropology, the University of Toronto, co-operated by assigning archaeologists for students' evening dialogues and to direct field studies at Huron village sites;

The twin theatres at the Sainte-Marie I Orientation Centre screened continuously the award-winning color film interpreting Indian and Jesuit life there 300 years previously; the cast included twenty-four residents of the Christian Island and Rama reserves who were invited to a pre-view when the Hon. William G. Davis, Minister of Education, expressed the government's commendation;

With increasing frequency, elementary and secondary schools incorporated Christian Island in their field studies itinerary and the residents gladly accommodated their guests at considerable expense and inconvenience; this trend inspired student exchanges and subsequent holiday visits between the Indian and Caucasian children;

At the suggestion of the Department of Education, Thornlea Secondary School at Thornhill initiated Ontario's first course at this level on "The Heritage of the North American Indian"; early in the curriculum, two days were devoted to these field studies in Huronia:

> The Huron Indian Village, a full-scale replica at Midland of a typical, seventeenth century, pre-contact, native community;
>
> The Martyrs' Shrine, Canada's national shrine of the North American martyrs: orientation by and conversation with a Jesuit priest;

Sainte-Marie I: historian's perspective, orientation film, site interpretation with emphasis on seventeenth century Indians in Huronia and their relations with the French, and extensive discussion with Mr. Parker;

Evening forum with historians;

Interpretation of partially-excavated Huron village site;

Wye Marsh Wildlife Centre;

Forums with six Indians: Mrs. Faith Marsden, Recreation Director, Mrs. Harriett King and Marshall Noganosh, Community Development Officer, of Christian Island; Chief Mrs. Flora Tababadung, and her daughter, Mrs. Dora Pegahmagabow, Recreation Director of the Parry Island reserve near Parry Sound; and Harvey McCue, Executive Secretary, Indian, Eskimo and Metis Studies Program, Trent University at Peterborough;

The course will be offered again in 1970.

The Canadian Broadcasting Corporation filmed at Sainte-Marie I a half-hour television documentary on Jesous Ahatonhia, the Huron Christmas carol generally recognized as Canada's first. The words (circa 1641) are attributed to St. Jean de Brebeuf, one of the Jesuit martyr saints, and may have been written at Sainte-Marie I. The colorcast, depicting seventeenth century hardships as experienced by today's Canadians, is scheduled for release in 1970.

In the evolvement of the three Heritage Projects in the region, the Government is advised by the Huronia Historical Development Council. Chairman is William H. Cranston, of Midland; members of the committes are: Dr. D. Carlton Williams, President and Vice Chancellor, (Alternate Dr. R. N. Shervill, Executive

Assistant to the President), University of Western Ontario; Dr. W. Wilfrid Jury, Honorary Curator, Museum of Indian Archaeology and Pioneer Life, the University of Western Ontario; Rev. A. J. Macdougall, S. J., Director of the Martyrs' Shrine; and Rev. Vincent J. Jensen, S. J., Chairman, History Department, St. Paul's College, Winnipeg, Man.

In October, 1969, Father Macdougall succeeded Rev. J. F. McCaffrey, S. J., the previous Shrine Director who had been a member since the Council's inception.

Dr. Jury, who has devoted more than three decades to the preservation of Huronia history, directed the reconstruction of Sainte-Marie I and also is responsible for the re-creation of the British Naval and Military Establishments.

-30-

Sainte-Marie among the Hurons (1639-1649)

Midland

Three of Canada's original tongues - Indian, French and English - were the languages for an Ecumenical Service to commemorate the 320th anniversary of the burning of Sainte-Marie I at the original site on June 14.

Eight Ojibwas travelled from their Christian Island reserve, Christianity's last frontier in seventeenth century Huronia, to worship at the first formal ecumenical rites in the earliest Christian shrine north of Mexico on this continent - the Indian Church of St. Joseph, where the grave of St Jean de Brébeuf is preserved.

Principal participants included: Francis Sandy, Lay Supply, United Church of Canada at Christian Island, who intoned the blessing in Ojibwa; Father Macdougall, who prayed for unity in French and English; and Rev. Dr. R. M. Bennett, Associate Secretary, the Canadian Council of Churches, who delivered the homily in English.

Among the worshippers in New France's farthest inland outpost of the period were three Quebec Government representatives - Roland-J. Auger, Acting Archivist; Raymond Gingras, Genealogist; and Jacques Mathieu; of the Provincial Archives, Department of Cultural Affairs, Quebec City.

Formal commemoration of the date concluded with an address - Genealogical Roots of Canadian Families - by Sister Estelle Mitchell, s.g.m., Montreal historian and author, at a Martyrs' Shrine luncheon.

In French and English, she assessed the impact of seventeenth century life in Huronia on the career of Pierre Boucher, youthful resident of Sainte-Marie I, governor and saviour of Trois Rivieres and founder of Boucherville, Quebec.

Four Protestant youths, including a co-ed, completed on Sunday, August 30, an 8-day, 140-mile walking pilgrimage from Milton to Sainte-Marie I and the Martyrs' Shrine.

During the final day, the original quartet and seven others carried an eight-foot, one hundred pound hardwood cross for 13 miles along dusty roads and a railway track in 90-degree, sunny, humid weather. At Sainte-Marie I, the perspiring and weary pilgrims paused for prayers and reflections around Brébeuf's grave.

Pamela Fleming, of New York, N. Y., a student at Ottawa's Carleton University, said: "You can't walk 140 miles without knowing what you're walking for. But you can't put your feelings into words. It's cool."

This was the culmination of the thirteenth and longest pilgrimage of the Guild of St. Jean de La Lande, which memorializes one of the two donnés or lay auxiliaries - the second was surgeon René Goupil - among the eight canonized martyrs in the seventeenth century Huron and Iroquois missions.

The Hon. Gabriel Loubier, Minister of Tourism, Fish and Game, became in September the first member of a Quebec cabinet to inspect two of the Ontario Government's projects to preserve the heritage of Canada's three founding cultures - Sainte-Marie I, the farthest inland settlement of the period in New France; and the British Naval and Military Establishments, haven for loyal Indians, French and Anglo-Saxons after the War of 1812-14 with the United States.

He journeyed to Huronia to assess the interprovincial travel and educational potential related to the two provinces' mutual history; he was escorted by two Ontario cabinet ministers - the Hon. James Auld, Minister of Tourism and Information, Public Records and Archives, and the Hon. Fernand Guindon, Minister without portfolio and Chairman of the St. Lawrence Parks Commission.

After day-long sightseeing, briefings and conferences, Mr. Loubier was welcomed formally at a Penetanguishene Chamber of Commerce reception in the bilingual hamlet of Lafontaine. The reactions were almost instantaneous: teachers from two schools conferred with the Minister and his senior aides to arrange students' field studies in Quebec.

After more than three centuries, two letters are returning from the Society of Jesus archives in Rome to the historic site where they were written - Sainte-Marie I.

The manuscripts, penned in Latin, record day-to-day history by the only two superiors of the mission during the

decade of the settlement - Father Jerome Lalemant (1638-1645) and Father Paul Ragueneau (1645-1650).

The documents were presented to Prime Minister John P. Robarts by Father Macdougall, Provincial of the Jesuits' Province of Upper Canada prior to his appointment as Shrine Director. These and other heirlooms given by the Society will be preserved scientifically for public display in the missionaries' gallery at the Orientation Centre Museum.

Genealogists estimate that several hundred thousand descendants of lay residents at Sainte-Marie I are living in Canada, the United States and Europe. Quebec and Ontario historians and archivists are combining in the formulation of a continuing program to seek out and identify men, women and children linked by blood to Ontario's first European community.

Under the Franco-Canadian Cultural Agreement, two groups of French youths explored the re-creation of New France's remote outpost - fifteen teachers in training and twenty-five teachers and students from 19 widespread communities in France.

A total of 845,884 visitors has viewed the phases of reconstruction; in 1969, the aggregate of 128,105 included 31,102 students on educational field studies.

In 1970, Sainte-Marie I will be open to the public from Saturday, May 16 (the Victoria Day holiday week-end) to Monday, October 12 (Thanksgiving Day) and every day of the year for educational and other group reservations. Tours are conducted in English and French.

-30-

The Museum of the Upper Lakes,

Wasaga Beach

The Museum of the Upper Lakes opened officially on May 28, 1969.

Here is preserved the 180-year-old charred hull of the storied two-masted schooner Nancy, the last British-built vessel on the Upper Great Lakes during the War of 1812-14 and victim of the last armed conflict between the United States and Canada on the Upper Great Lakes.

The island, two miles from the Nottawasaga River's entry into Georgian Bay, was created by more than a century of silt collecting around the submerged bones of The Nancy, which was burned to the waterline in 1814 during an attack by three U. S. warships.

It was 155 years after the original battle that U. S. naval guns again roared over the Nottawasaga.

This was the salute from the U. S. destroyer Parle to commemorate The Nancy and her assailants, 15 decades of peace on the Upper Great Lakes and the formal opening of the Museum of the Upper Lakes.

From his anchored position in Nottawasaga Bay, Lt. Com. H. E. Knott, Captain of the Parle, radioed:

"The United States Navy is proud to revisit these historic waters and participate in the opening of the Museum of the Upper Lakes. The creation of this Museum on the site of the ancient conflict is one more of the many influences which will continue to draw together and hold together the people of Canada and the United States through a keen appreciation of our mutual heritage. Our presence here is a salute to the gallant defense of The Nancy."

On shore, Prime Minister John P. Robarts was joined by Justice John B. Swainson, of Detroit, the Canadian-born former governor of Michigan, in the cutting of a ship's hauser and dedicating the Museum "to the 15 decades of peace between our nations which have followed that war."

Principals in the ceremonials were presented with planking from The Nancy bearing this inscription:

"In the last and final war between the neighboring and friendly states, Nancy was destroyed by fire August 14, 1814."

During the first season, 17,046 visitors toured Nancy Island - the Electronic Theatre and the main Museum building housing artifacts, models and drawings describing 300 years of navigation on the Lakes from Lasalle's Griffon of 1679 to the present day. On adjoining Tower Island, a replica of an early Upper Lakes lighthouse houses a part of the C. W. Jefferys collection of historic drawings. The winding paths of Nancy Island are dotted with relics of sail and steamships which plied the

early trade routes of the lakes.

In 1970, the Museum will be open to the public from Saturday, May 16 (the Victoria Day holiday week-end) to Monday, October 12 (Thanksgiving Day).

-30-

The Establishments at Penetanguishene

Third phase of the Huronia Historical Parks heritage projects is the reconstruction of the Naval and Military Establishments at Penetanguishene (1814 - 1856).

The reconstruction and restoration has been carried on during the past three summers by the University of Western Ontario. Site director is Dr. W. Wilfrid Jury who conducted the earlier archaeological excavations on which much of the work is based, assisted by Mrs. Jury who has headed the historical research in Canada and the United Kingdom.

The reconstruction program of the Naval Establishment on Penetanguishene Bay has now been largely completed and it is anticipated that the buildings being reconstructed and restored in the Military Establishment will be finished in 1970-1.

No attempt is being made to reconstruct the entire community. Some two dozen of the more significant structures will, however, be open to the public. In 1969 over 16,000 visitors, approximately half of them students, toured the site, with university-trained guides interpreting for them this phase of Ontario's history which saw Penetanguishene become the British bastion protecting the Upper Lakes and their trade routes against any further hostilities with the United States of America.

During 1969, the first major steps were taken to restore the interior of the Officers' Quarters building in the Military Establishment to its original appearance. This summer there will be built nearby the original soldiers' barracks, the two-storey residence of James Keating, and, in addition to a number of minor structures and landscaping improvements, furnishing of the period and lighting will be added to the buildings.

Major reconstruction in 1969 included the Establishment's largest single structure, the three-and-a-half storey naval storehouse which will, in addition to sample stores, contain temporarily an orientation centre.

A large public washroom was also built, with the exterior in character with other buildings in the Naval Establishment. Water services were installed in co-operation with the adjacent Ontario Department of Health centre, both for the washroom and for fire protection.

Early weeks of the 1969 construction season (May to October) were devoted to minor additions reflecting naval and family life in an early nineteenth century British outpost: a look-out tower, flag poles, two chimneys, four fireplaces, cookhouse, palisade surrounding the Commanding Officer's dwelling, a fenced woodpile, two small wharves and lesser structures.

R. Milton Cato, Premier of the Territory of St. Vincent, West Indies, visited the Establishments on September 17 to dedicate two cannon to "peace, harmony and good relations" and to officiate at the formal emplacement of the eighteenth century six-pounders as gifts from St. Vincent in appreciation of assistance by the Governments of Canada and Ontario.

The muzzle-loaders were fired for the first time in 170 years by the Fort Henry Guard from Kingston, Ont., and by a naval unit in 1814 uniforms from the Upper Canada Historical Arms Society, Toronto. It had been 113 years since the commands of gun drill last echoed over Penetanguishene Bay.

The cannon, crafted in Great Britain to defend a Caribbean Island from invaders and buccaneers, were accepted officially for Ontario by the Hon. James Auld, Minister of Tourism and Information, Public Records and Archives, who emphasized that the guns symbolized the link of more than a century between the British West Indies and the Establishments. Personnel from the Royal Navy and British regiments served in the West Indies and at Penetanguishene.

The larger of the two cannon, bearing the sovereign rose and crown cypher of Queen Anne, was cast in the Royal Ordnance Depot, Woolwich, between 1702 and 1706. Originally intended for service aboard a British ship of the line, it was adapted for shore duty - common at that time - at Fort Charlotte, St. Vincent.

The smaller cannon, bearing the cypher of George III, probably was cast at the Portsmouth Ordnance Depot between 1790 and 1792 and was used at Layou, St. Vincent.

As the Establishments were created to guard Upper Canada (Ontario) against attacks after the War of 1812-14 with the United States, the barrels were aimed realistically across Georgian Bay from emplacements near the Officers' Quarters. Each gun, standing on an iron garrison carriage, is capable of hurling an iron ball one mile.

In 1970, the Establishments will be open to the public from Saturday, May 16 (the Victoria Day holiday week-end) to Monday, September 7 (Labor Day).

-30-

STATEMENT OF REVENUE

FOR YEAR ENDING MARCH 31, 1969

	$	$
MAIN OFFICE		
Licences - Tourist Establishment	155,985	
Ontario Centennial Medallions	2,717	
Sales - Publications	3,045	
Miscellaneous	5,022	
		166,769
PUBLIC RECORDS AND ARCHIVES		
Microfilming, etc.	3,800	
		3,800
HURONIA HISTORICAL PARKS		
Entrance Fees	69,038	
Sale of Souvenirs, etc.	4,059	
		73,097
THEATRES BRANCH		
Fees - Censorship	100,253	
Licences - Theatres	71,183	
Projectionists	6,450	
Film Exchange	4,260	
Miscellaneous	204	
		182,350
ST. LAWRENCE PARKS COMMISSION		
Entrance Fees	761,529	
Campsite Permits	186,727	
Concession Rentals	30,348	
Sale of Souvenirs, etc.	417,422	
Miscellaneous	16,501	
		1,412,527
THE CENTENNIAL CENTRE OF SCIENCE AND TECHNOLOGY		
Sale of Artifacts	12,106	
Miscellaneous	2,561	
		14,667
TOTAL REVENUE		$ 1,853,210

STATEMENT OF EXPENDITURE

FOR YEAR ENDING MARCH 31, 1969

	$	$
MAIN OFFICE		
Minister's Salary - Statutory	12,000	
Salaries	84,312	
Travelling Expenses	18,323	
Maintenance	16,999	
Northern Great Lakes Area Council	11,342	
Membership, Grants	16,190	
		159,166
ADMINISTRATIVE BRANCH		
Salaries	233,412	
Travelling Expenses	3,923	
Maintenance	110,863	
Restoration of Historic Sites	18,547	
		366,745
INFORMATION AND PROMOTION DIVISION		
Salaries	406,993	
Travelling Expenses	61,997	
Maintenance	61,664	
Photographic Supplies	108,986	
Tours of Editors and Writers	74,675	
Advertising and Publications	1,685,557	
Exhibits, Displays and other Information Services	62,209	
		2,462,081
TOURIST INDUSTRY DEVELOPMENT BRANCH		
Salaries	665,575	
Travelling Expenses	104,327	
Maintenance	35,418	
Administration and Enforcement, etc.	2,926	
Grants to Regional Associations	157,181	
Operation of Reception Centres	60,468	
		1,025,895
PUBLIC RECORDS AND ARCHIVES		
Salaries	351,000	
Travelling Expenses	18,779	
Maintenance	168,357	
Investigation	8,800	
Publications	11,693	
Advisory Board	4,174	
Grants	83,285	
		646,088

STATEMENT OF EXPENDITURE

FOR YEAR ENDING MARCH 31, 1969

Continued

THEATRES BRANCH		
Salaries	135,781	
Travelling Expenses	12,896	
Maintenance	15,727	
		164,404
TRAVEL RESEARCH BRANCH		
Salaries	64,635	
Travelling Expenses	11,392	
Maintenance	15,582	
Travel Research	79,317	
		170,926
ST. LAWRENCE PARKS COMMISSION		
Salaries	1,603,441	
Travelling Expenses	19,929	
Maintenance	560,602	
Per Diem Allowances	2,010	
Land Acquisition	48,140	
Purchase of Saleable Merchandise	250,991	
Construction and Development	167,306	
		2,652,419
HURONIA HISTORICAL PARKS		
Salaries	86,427	
Travelling Expenses	5,304	
Maintenance	104,221	
Purchase of Saleable Merchandise	20,766	
Construction and Development	962,784	
		1,179,502
THE CENTENNIAL CENTRE OF SCIENCE AND TECHNOLOGY		
Salaries	1,299,675	
Travelling Expenses	26,599	
Maintenance	239,897	
Fees, Memberships, Training	35,952	
Honoraria	2,986	
Consultant Fees	14,965	
Exhibits	999,995	
		2,620,069
TOTAL EXPENDITURE		$11,447,295

REVENUE ESTIMATES

FOR YEAR ENDING MARCH 31, 1970

	$	$	$
DEPARTMENTAL ADMINISTRATION			
Miscellaneous		2,000	
			2,000
TOURISM			
St. Lawrence Parks Commission			
Entrance Fees	838,000		
Campsite Permits	190,000		
Concession Rentals	31,000		
Sale of Souvenirs, etc.	471,000		
Miscellaneous	10,000		
		1,540,000	
Huronia Historical Parks			
Entrance Fees	108,000		
Sale of Souvenirs, etc.	20,000		
		128,000	
Tourist Industry Development Services			
Licence Fees		140,000	
			1,808,000
ARCHIVES AND HISTORY			
Microfilming		6,000	
			6,000
THEATRES			
Fees - Censorship	131,000		
Licences - Theatres, etc.	74,000		
Miscellaneous	1,000		
		206,000	
			206,000
THE CENTENNIAL CENTRE OF SCIENCE AND TECHNOLOGY			
Entrance Fees	300,000		
Parking Fees	100,000		
Sale of Souvenirs, etc.	100,000		
Sale of Artifacts	25,000		
Miscellaneous	3,000		
		528,000	
			528,000
TOTAL			$ 2,550,000

EXPENDITURE ESTIMATES

FOR YEAR ENDING MARCH 31, 1970

	$	$	$
DEPARTMENTAL ADMINISTRATION			
General Office			
Minister's Salary - Statutory	12,000		
Salaries	88,000		
Travelling Expenses	15,000		
Maintenance	17,000		
		132,000	
Administrative Services			
Salaries	211,000		
Travelling Expenses	3,000		
Maintenance	108,000		
		322,000	
			454,000
TOURISM			
Promotion Services			
Salaries	724,000		
Travelling Expenses	72,000		
Maintenance	2,256,000		
		3,052,000	
St. Lawrence Parks Commission			
Salaries	1,687,000		
Travelling Expenses	25,000		
Maintenance	524,000		
Land Acquisition	10,000		
Purchase of Saleable Merchandise	219,000		
Construction and Development	228,000		
		2,693,000	
Huronia Historical Parks			
Salaries	162,000		
Travelling Expenses	5,500		
Maintenance	134,000		
Purchase of Saleable Merchandise	15,000		
Construction and Development	418,000		
		734,500	
Tourist Industry Development Services			
Salaries	450,000		
Travelling Expenses	95,000		
Maintenance	56,000		
Grants to Regional Associations	160,000		
		761,000	

EXPENDITURE ESTIMATES

FOR YEAR ENDING MARCH 31, 1970

Continued

	$	$	$
Research Services			
Salaries	71,000		
Travelling Expenses	7,000		
Maintenance	212,000		
Charges for Data Processing Services	20,000		
		310,000	
			7,550,500
ARCHIVES AND HISTORY			
Salaries	318,000		
Travelling Expenses	20,000		
Maintenance	114,000		
Grants	105,500		
		557,500	
			557,500
THEATRES			
Salaries	131,000		
Travelling Expenses	13,000		
Maintenance	11,000		
		155,000	
			155,000
GOVERNMENT SERVICES			
Salaries	90,000		
Travelling Expenses	2,000		
Maintenance	51,000		
Broadcast News Services	42,000		
		185,000	
			185,000
THE CENTENNIAL CENTRE OF SCIENCE AND TECHNOLOGY			
Salaries	2,065,000		
Travelling Expenses	32,000		
Maintenance	511,000		
Exhibits	1,000,000		
		3,608,000	
			3,608,000
TOTAL			$ 12,510,000

MEMBERSHIP IN AND GRANTS TO TRAVEL ORGANIZATIONS - 1968-69

Grants to Regional Associations

Algoma Regional Tourist Council	$ 5,000.00	
Bay of Quinte Regional Tourist Council	5,000.00	
Capital Region Tourist Council	5,000.00	
Central Erie Tourist Region Council	5,000.00	
Essex-Kent Regional Tourist Council	5,000.00	
Golden Route-Highway No. 101-Regional Tourist Association	2,370.00	
Great Pine Ridge Tourist Council	5,000.00	
Haliburton Higlands Regional Tourist Council	5,000.00	
Highlands of Hastings Tourist Region Council	5,000.00	
Joli Voyageur Land Regional Tourist Council	5,000.00	
Huronia Tourist Association	5,000.00	
Kawartha Lakes Regional Tourist Council	5,000.00	
Lake of the Woods Regional Tourist Council	5,000.00	
Land O'Lakes Tourist Association	5,000.00	
Madawaska Valley Regional Tourist Council	5,000.00	
Manitoulin-Espanola Regional Tourist Council	5,000.00	
Mid-Western Regional Tourist Council	5,000.00	
Muskoka Tourist Association (2 yrs.)	10,000.00	
Niagara Iroquoia Tourist Association	5,000.00	
Nipissing Regional Tourist Council	5,000.00	
Patricia Regional Tourist Council	5,000.00	
Rainy River Regional Tourist Council	4,811.33	
Regional Tourist Council of the Grey and Bruce (2 yrs.)	10,000.00	
Regional Tourist Council of the James Bay Frontier	5,000.00	
Regional Tourist Council of the Seaway Valley	5,000.00	
Rideau Lakes and 1,000 Islands Regional Tourist Council	5,000.00	
Sarnia Lambton Regional Tourist Council	5,000.00	
Superior-Northern Route Regional Tourist Council	5,000.00	
Temiskaming Regional Tourist Organization	5,000.00	
Upper Ottawa Valley Travel Council	5,000.00	$ 157,181.33

Membership in and Grants to Travel Organizations

American Society of Travel Agents, Incorporated	$ 90.00	
Association of Travel Resorts	200.00	
Canadian Tourist Association	6,900.00	
Joint Board of Tourist Associations	4,500.00	
Lake Erie International Vacationland Association	100.00	
Mississippi River Parkway Commission	2,000.00	
Northern Ontario Outfitters Association	200.00	
Ontario Motel Association	200.00	
Thousand Islands International Council	2,000.00	16,190.00
		$ 173,371.33

GRANTS -- 1968-69

Museums

Alliston, Town of	$ 624.72
Arnprior, Corporation of the Town of	1,000.00
Assiginack, Municipality of	199.02
Bancroft, Corporation of the Village of	600.00
Big Creek Regional Conservation Authority	1,000.00
Blind River, Corporation of the Town of	1,000.00
Bowmanville, Town of	737.33
Brant, County of	858.33
Brantford, City of	1,000.00
Bruce, County of	1,000.00
Bruce Mines, Corporation of the Town of	400.00
Burlington, Town of	1,000.00
Chatham, Corporation of the City of	1,000.00
Charlottenburgh, Township of	1,200.00
Cobalt, Town of	1,000.00
Collingwood, Town of	885.60
Cornwall, City of	1,000.00
Dryden, Corporation of the Town of	1,000.00
East York, Borough of	982.03
Elgin, County of	1,000.00
Elliott Lake, Township of	702.42
Fenelon Falls, Corporation of the Village of	952.06
Fort Frances, Corporation of the Town of	880.00
Gananoque, Corporation of the Town of	808.33
Golden Lake Indian Reserve	766.66
Gore Bay, Town of	300.00
Grand River Conservation Authority	1,000.00
Gravenhurst, Corporation of the Town of	1,000.00
Grey, County of and Owen Sound, City of	1,000.00
Guelph, City of	879.05
Haldimand, County of	300.00
Haldimand, Corporation of the Township of	213.33
Halton, County of	1,000.00
Hamilton, Corporation of the City of	1,000.00
Hastings, County of	1,000.00
Huntsville, Corporation of the Town of	703.33
Huron, County of	1,000.00
Kapuskasing, Corporation of the Town of	400.00
Kenora, Town of	1,000.00
Kenyon, Township of	456.66
Lambton, County of	402.00
Lennox and Addington, County of	1,458.26
Little Current, Town of and Howland, Township of	767.62

Massey, Town of	801.13	
Meaford, Town of	429.50	
Merrickville, Municipality of	1,000.00	
Metropolitan Toronto and Region Conservation Authority	1,000.00	
Midland, Town of	1,000.00	
Mississauga, Town of	2,000.00	
Niagara, Corporation of the Town of	936.58	
Niagara Falls, City of	785.00	
North Grimsby, Corporation of the Township of	448.33	
North Marysburg, Corporation of the Township of	722.04	
Oakville, Corporation of the Town of	1,000.00	
Orillia, Town of	1,000.00	
Oshawa, Corporation of the City of	1,000.00	
Otonabee Region Conservation Authority	1,000.00	
Oxford, County of and Woodstock, City of	1,000.00	
Peel, County of	1,000.00	
Penetanguishene, Corporation of the Town of	787.27	
Perth, Town of	982.84	
Peterborough, City of	1,000.00	
Peterborough, County of	1,000.00	
Pickering, Township of	850.00	
Port Arthur, Corporation of the City of	963.83	
Port Carling, Corporation of the Village of	760.00	
Renfrew, County of	$ 1,000.00	
St. Catharines, City of	900.33	
St. Edmunds, Corporation of the Township of	748.75	
St. Josephs, Township of	408.33	
St. Mary's, Corporation of the Town of	803.33	
Scarborough, Borough of	1,000.00	
Shelburne, Corporation of the Village of	716.65	
Simcoe, Town of	867.73	
Simcoe, County of	1,000.00	
Springer, Corporation of and Township of	633.33	
Teck, Corporation of the Township of	1,200.00	
Tilbury West, Township of	987.91	
Toronto, Corporation of the City of	4,000.00	
Upper Thames River Conservation Authority	1,000.00	
Wellington, Village of	461.31	
Wellington, Corporation of the County of	900.00	
Westport, Corporation of the Village of	214.57	
		$73,785.51
Ontario Historical Society		8,500.00
Ontario Archaeological Society		1,000.00
		$83,285.51

TOURIST ACCOMMODATIONS IN ONTARIO 1969

TOURIST REGIONS	CABIN		COTTAGE		MOTEL		MOTOR HOTEL		RESORT		TOURIST HOME		HOTEL		CAMPSITES		TOURIST REGION TOTALS		T.E. CAPACITIES	TOTAL VALUE BY DISTRICT	ALL YEAR OPERATIONS		
	Est.	Units	Est.	Units	Est.	Units	Est.	Units	Est.	Units	Est.	Units	Est.	Units	Est.	Units	Est.	Units			No.	Units	Capacities
Essex-Kent	5	46	32	323	83	1,191	2	34	1	5	1	6	-	-	20	636	144	2,241	7,884	10,616,000	84	1,195	3,847
Sarnia-Lambton	10	87	33	292	22	296	4	166	1	24	4	53	3	36	13	343	90	1,297	4,176	5,826,000	20	404	1,125
Central Erie	6	80	33	207	71	1,270	2	54	-	-	4	37	3	46	36	1,838	155	3,532	11,403	11,031,050	69	1,340	3,542
Mid West	9	76	7	65	51	856	-	-	1	9	-	-	5	69	26	1,872	99	2,947	9,925	8,893,000	52	367	2,272
Niagara Iroquoia	51	591	29	261	236	5,257	4	106	-	-	21	246	2	23	52	3,755	395	10,239	32,772	45,457,000	186	4,477	14,045
Metropolitan	18	133	6	97	120	2,029	5	266	2	47	-	-	8	462	21	949	180	3,983	6,953	26,272,000	102	2,213	5,307
Huronia-Lake Simcoe	113	1,093	287	2,029	110	1,487	5	121	28	784	3	17	17	206	27	2,624	590	8,361	26,611	22,439,630	149	2,282	6,057
Kawartha Lakes	9	73	264	1,876	30	414	-	-	60	1,054	3	21	5	58	30	2,644	401	6,140	21,255	16,809,950	29	470	1,161
Great Pine Ridge	14	92	102	808	30	391	-	-	11	106	-	-	5	80	11	973	173	2,450	6,596	6,736,500	21	293	756
Bay of Quinte	5	43	68	418	4	41	1	9	7	111	2	19	1	8	11	697	99	1,346	5,829	3,081,700	5	52	146
Hastings	7	87	23	159	24	303	-	-	3	40	-	-	1	16	12	1,181	70	1,786	6,718	3,761,100	23	352	1,021
Land O'Lakes	14	209	138	851	19	154	-	-	14	229	2	33	1	15	10	951	198	2,442	10,028	6,632,600	20	254	907
Rideau Lakes - 1000 Islands	27	367	203	1,205	67	1,245	1	17	25	402	11	83	4	118	23	1,903	361	5,340	21,040	19,408,700	53	1,007	3,120
Seaway Valley	12	145	10	78	46	773	2	42	-	-	1	21	3	23	10	664	84	1,746	6,343	6,372,000	38	671	2,039
Lower Ottawa Valley	13	138	18	128	41	774	2	188	1	105	8	73	2	133	16	636	101	2,175	4,933	6,435,150	58	1,196	2,798
Upper Ottawa Valley	2	8	78	464	37	424	-	-	11	154	1	5	-	-	20	734	149	1,789	6,091	5,022,875	29	337	829
Madawaska Valley	8	50	87	457	15	168	-	-	16	194	-	-	4	62	16	783	146	1,714	5,363	3,868,800	17	213	610
Highlands of Haliburton	9	58	98	693	9	88	-	-	40	1,042	-	-	3	39	9	891	168	2,811	10,144	6,737,600	21	182	445
Muskoka	39	259	213	1,417	44	479	-	-	86	2,668	2	21	6	105	21	2,015	411	6,964	22,923	18,679,800	63	785	2,289
Grey Bruce	26	283	188	1,253	51	658	1	72	3	117	6	53	22	587	34	1,507	331	4,530	18,171	11,816,900	52	820	2,465
Almaguin Highlands Parry Sound Georgian Bay	9	44	283	1,874	27	344	1	20	107	1,166	-	-	1	34	27	1,078	455	4,560	15,144	12,031,300	44	382	1,275
Algonquin Park	-	-	-	-	-	-	-	-	5	109	-	-	-	-	2	-	7	109	263	705,000	-	-	-
Nipissing	8	106	132	1,016	38	417	2	36	29	253	-	-	1	20	8	301	218	2,149	7,140	6,534,200	43	517	1,579
Joli-Voyageur	14	93	69	449	37	485	-	-	69	359	-	-	4	49	15	629	208	2,064	6,018	5,716,800	46	522	1,241
Manitoulin-Espanola	2	43	74	538	13	247	-	-	37	415	-	-	3	40	7	171	136	1,454	4,537	5,069,600	15	212	431
Algoma	17	170	125	682	78	1,142	-	-	66	559	-	-	6	86	19	576	311	3,215	9,941	8,096,000	87	1,268	3,587
Golden Route-Highway 101	3	13	5	35	13	238	-	-	-	-	-	-	-	-	4	157	25	443	1,012	877,500	10	270	628
Temiskaming	4	35	50	297	16	262	-	-	14	80	-	-	-	-	9	299	93	973	2,455	2,741,000	16	241	611
James Bay Frontier	6	23	7	41	18	328	-	-	13	114	-	-	3	44	4	54	51	604	1,538	2,491,000	15	464	1,139
Upper Lake Superior	8	29	32	207	34	441	-	-	21	156	1	4	1	30	12	768	109	1,635	4,913	5,643,950	47	547	1,760
Superior Northern Route	3	19	31	195	29	371	-	-	16	139	2	14	1	15	6	162	88	915	3,685	3,739,830	31	384	1,261
Rainy River	-	-	29	134	12	141	1	17	48	348	-	-	-	-	4	122	94	762	3,213	3,773,050	29	270	716
Lake of the Woods	-	-	114	785	22	314	-	-	98	996	-	-	-	-	5	253	239	2,348	8,448	10,498,450	25	289	768
Patricia	-	-	90	504	22	321	2	47	151	1,187	-	-	1	16	9	261	275	2,336	8,151	10,748,250	32	354	934
TOTALS	471	4,493	2,958	19,838	1,469	23,349	35	1,195	984	12,972	72	706	116	2,420	549	32,427	6,654	97,400	321,616	324,554,285	1,531	24,630	70,711

VISITORS TO TRAVEL INFORMATION CENTRES, 1961 TO 1969

Centre	1961	1962	1963	1964	1965	1966	1967	1968	1969**
Kenora	29,601	34,643	31,824	30,291	34,881	39,551	44,242	38,180	39,990
Fort Frances	16,694	17,320	18,307	13,064	27,356	23,632	17,589	15,063	22,380
Rainy River	—	—	1,112	2,939	4,090	5,028	4,956	4,703	5,790
Pigeon River	—	—	—	—	30,079	30,021	30,689	20,095	32,010
Sault Ste. Marie*	25,385	25,598	38,272	29,917	39,906	78,367	57,827	42,433	37,941
Point Edward*	161,094	171,600	180,172	181,077	161,273	154,010	178,122	179,782	167,589
Windsor (Tunnel)*	34,203	40,614	71,513	87,271	84,337	125,363	89,322	104,308	103,200
Windsor (Bridge)	47,506	52,407	49,558	54,367	48,365	52,430	42,515	85,584	77,850
Fort Erie	21,559	32,963	32,963	33,630	32,479	42,791	15,612	36,618	32,370
Niagara Falls*	100,805	108,695	120,452	121,831	108,015	120,232	59,948	76,670	48,720
Homer (St. Catharines)	64,037	60,574	74,202	16,764	52,516	52,230	33,802	50,558	48,510
Lakeland (Barrie)*	31,985	52,058	65,077	67,532	70,122	60,823	62,613	83,576	81,402
1000 Island Bridge	78,914	90,350	110,958	103,626	80,498	91,829	114,239	81,682	75,228
Hill Island	—	—	—	—	—	—	54,408	43,925	49,755
Johnstown (Prescott)	5,189	3,406	8,889	12,899	11,562	17,769	19,531	20,722	18,030
Cornwall*	48,760	47,629	44,533	62,190	77,342	71,519	91,565	95,229	87,114
Point Fortune	—	—	—	—	—	—	49,058	75,530	27,592
Hawkesbury	5,454	3,949	5,856	5,594	7,956	8,757	6,192	5,031	5,523
Lancaster	72,058	85,445	80,669	83,709	27,762	60,823	81,923	54,573	51,246
401 Reception Centres	—	—	—	—	—	—	—	275,478	281,350
TOTAL	785,051***	860,526***	968,120***	985,883***	898,539	1,035,175	1,054,150	1,389,740	1,293,590

*Operated all year. (All other centres seasonally operated).

**Improved Tabulation Method Resulted in Lower Figures in some Cases.

***This Total Includes Middle Falls Reception Centre Which No Longer Operates.

CONSTRUCTION OF TOURIST ESTABLISHMENTS — NEW 1969

COUNTY OR DISTRICT	CABIN		COTTAGE		MOTEL		MOTOR HOTEL		RESORT		TOURIST HOME		HOTEL		CAMPSITES		OTHER		COUNTY TOTALS		TOTAL VALUE BY DISTRICT
	Est.	Units	Est.	Units	Est.	Units	Est.	Units	Est.	Units	Est.	Units	Est.	Units	Est.	Units	Est.	Units	Est.	Units	
Arnprior	—	—	4	13	3	25	—	—	—	—	—	—	—	—	12	384	—	—	19	422	$ 499,519
Huntsville	2	6	6	16	3	14	1	32	—	—	—	—	—	—	8	310	—	—	20	378	860,500
Kenora	1	4	10	30	1	10	1	95	7	33	—	—	—	—	1	10	1	2	22	184	2,510,750
London	—	—	1	4	2	19	—	—	1	9	—	—	1	20	17	562	—	—	22	614	808,000
North Bay	5	17	16	74	3	48	—	—	5	50	1	5	—	—	13	314	2	6	45	514	1,268,526
Metro	—	—	—	—	3	21	2	138	—	—	—	—	—	—	4	136	—	—	9	295	2,500,500

Total number of new establishments 137

Total number of completely new units: Buildings 691
Campsites 1716

Total approximate value of this new construction: Buildings $7,056,576
Campsites $1,391,219

TOURIST ESTABLISHMENTS RECONSTRUCTION 1969

COUNTY OR DISTRICT	CABIN Est.	CABIN Units	COTTAGE Est.	COTTAGE Units	MOTEL Est.	MOTEL Units	MOTOR HOTEL Est.	MOTOR HOTEL Units	RESORT Est.	RESORT Units	TOURIST HOME Est.	TOURIST HOME Units	HOTEL Est.	HOTEL Units	CAMPSITES Est.	CAMPSITES Units	OTHER Est.	OTHER Units	COUNTY TOTALS Est.	COUNTY TOTALS Units	TOTAL VALUE BY DISTRICT
Arnprior	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Huntsville	2	12	1	8	2	15	—	—	5	105	—	—	—	—	—	—	—	—	10	140	$390,300
Kenora	—	—	10	15	—	—	—	—	12	19	—	—	—	—	—	—	—	—	22	34	55,450
London	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
North Bay	1	1	9	23	4	35	—	—	1	2	—	—	—	—	—	—	—	—	15	61	241,300
Metro	—	—	—	—	1	20	—	—	—	—	—	—	—	—	—	—	—	—	1	20	400,000

Total number of reconstructed establishments 48
Total number of units: Buildings 255
Campsites —
Total approximate value of this construction $1,087,050

TOURIST ESTABLISHMENTS — ADDITIONS 1969

COUNTY OR DISTRICT	CABIN Est.	CABIN Units	COTTAGE Est.	COTTAGE Units	MOTEL Est.	MOTEL Units	MOTOR HOTEL Est.	MOTOR HOTEL Units	RESORT Est.	RESORT Units	TOURIST HOME Est.	TOURIST HOME Units	HOTEL Est.	HOTEL Units	CAMPSITES Est.	CAMPSITES Units	OTHER Est.	OTHER Units	COUNTY TOTALS Est.	COUNTY TOTALS Units	TOTAL VALUE BY DISTRICT
Arnprior	1	1	11	18	4	48	—	—	—	—	—	—	—	—	10	342	—	—	26	409	$533,700
Huntsville	2	7	16	20	7	31	—	—	2	15	—	—	—	—	18	303	—	—	45	376	326,200
Kenora	—	—	17	40	3	10	—	—	29	46	—	—	—	—	4	27	6	16	59	139	543,400
London	—	—	5	10	9	34	—	—	1	9	—	—	—	—	4	64	—	—	19	117	367,200
North Bay	1	1	32	63	6	50	—	—	2	3	—	—	—	—	11	145	5	14	57	276	829,800
Metro	1	1	2	2	5	50	—	—	1	6	—	—	—	—	—	—	—	—	9	59	295,000

Total number of completely new additions to existing establishments 215
Total number of completely new units: Buildings 495
Campsites 881
Total approximate value of this new construction: Buildings $2,404,600
Campsites $ 490,700

Statistics on Film Distribution in 1969

Film Distribution	Direct	Audience	TV	Audience
Dept. titles (31 titles)	4,442	319,084	70	
Modern Talking Pictures (8 titles)	2,924	147,957	129	5,932,500

Statistics on Distribution of Photographs in 1969

	Colour	B & W
Department of Tourism & Information Publication and Promotions	2,280	11,399
Travel folders and promotion - not dept.	795	1,115
Federal Govt. Departments	243	33
Travel show exhibitions & displays	195	220
Canadian Newspapers & Magazines	493	1,601
U.S. Newspapers and Magazines	708	400
Television	196	52
Convention Publicity	68	115
Industrial House Organ	62	120
Educational Publications	333	691
Other Ontario Govt. Depts.	1,680	1,987
Lecture Material	----	5
Foreign Newspapers & Publications	89	51
U.K. Newspapers & Magazines	20	1
Canadian Film Productions	66	49
Souvenirs	103	575
Slide Presentation	1,963	---
	9,294	18,414

DEPARTMENT OF PUBLIC RECORDS & ARCHIVES

HISTORICAL BRANCH

Research & Promotion Section

Erection of Plaques

The programme of erecting plaques to commemorate persons, places, structures and events of provincial historical significance was continued by the Historical Board in 1969. Many suggestions for suitable subjects were received from outside sources, and research was carried out on over 350 of these. Forty markers were erected in accordance with the recommendations of the Archaeological and Historic Sites Board, and official unveiling ceremonies were held in every case.

Of special interest were plaques to honour: the Honourable George Brown, a prominent Father of Confederation, statesman and journalist, at his birthplace, Alloa, in Scotland; Major-General Sir Isaac Brock, one of Canada's outstanding military heroes, at his birthplace, St. Peter Port, Guernsey, Channel Islands; and the well known Canadian poet W. H. Drummond, at Cobalt, Ontario.

Among other subjects commemorated were: educational institutions, such as Regiopolis College, Kingston; the University of Waterloo and Lakehead University at Thunder Bay; explorers, such as Jacques de Noyon; early highways, such as the Huron Road, the Dawson Wagon Road and the Peterson Road;

the province's first Jewish Congregation; Canada's First Aerodrome; and Captain Roy Brown, a First World War flying ace who was credited with shooting down the "Red Baron", Baron von Richthofen.

The number of regular plaques erected now totals 597. All are Ontario with the exception of four in the United Kingdom and one in the U.S. In 1970 it is hoped to erect two markers to honour the internationally recognized Canadian author Stephen Leacock -- one at his birthplace, Swanmore, Hampshire, England, and the other at his burial place, St. George's Church, Sutton, Ontario. These unveilings will form part of the celebrations being held in connection with the centenary of his birth.

Archaeological Field Work

An experienced archaeologist continues to survey and record aboriginal village sites in Huronia. This painstaking and time-consuming task will result in the more precise relocating of many previously recorded sites, the description of their present condition and a careful attempt to define their cultural period. Particular emphasis is being placed on this project, since the area contains a high proportion of mission sites recorded in the seventeenth century 'Jesuit Relations' and other contemporary historical accounts.

Other field projects carried out were: the investigation of an early nineteenth century H.B.C. post on Garden Island, Lake Nipissing; continued excavation of the known site of the North West Company's inland headquarters, Fort William, at Thunder Bay; an ethnographic investigation of a decaying longhouse-style lodge structure near Sioux Lookout; and a preliminary investigation of trading post sites at the mouth of the Nipigon River.

Publications and Research Services

In 1969 the Branch compiled new editions of the two pamphlets "Historic Sites and Museums" and the "Plaque List". The profusely illustrated and very popular brochure, "Historic Ontario", originally compiled by the Branch, is now being sold through commercial outlets in Metropolitan Ontario. Although it has only been offered on this basis for a relatively short period, the response has been gratifying. Work was completed on the plan to produce in published form the catalogue and guide to the departmental exhibit, "Our Parliamentary Heritage". It is hoped that it will be available for visitors early in 1970.

The Branch's work in servicing requests for historical information from other government departments, tourist organizations, municipalities, service organizations and historical societies was continued. In addition considerable basic historical data was supplied to the Ontario Heritage

Foundation.

One of the Branch's most active functions involves the detailed answering of historical queries sent in by the public and by other governmental agencies. Many hundreds of these are answered annually and often involve long, painstaking research by the staff among contemporary documents and secondary sources. Each year the volume increases, and a reasonable proportion of these queries concerns subjects the department has commemorated with its historical plaques. In addition, numbers of questions from history students and from authors of historical works are answered in detail.

Special Projects and Exhibits

The popularity of the Branch's permanent exhibit, "Our Parliamentary Heritage", located in the Main Parliament Building, continues unabated. It has now become a prominent feature on the regularly scheduled tours, and is seen by many thousands of visitors annually. Certain maintenance work was necessary during 1969, and a number of changes were made so that the exhibit could be kept up to date. A large proportion of the visitors were school children and judging from the favourable reaction of teachers and pupils alike, it appears to be a useful and popular method of instructing students who wish to study the evolution of the parliamentary system of government.

The Branch continues to support an architectural inventory of the province's remaining pre-Confederation buildings being undertaken by Prof. W. S. Goulding of the University of Toronto's School of Architecture. When completed, this exhaustive study should prove of great value to groups wishing to preserve structures within their community and to such organizations as the Ontario Heritage Foundation.

In 1969 the Historical Branch provided the secretariat for the Canadian Conference on Historical Resources. This group is composed of senior public officials from the various federal and provincial agencies interested primarily in historical development and the preservations and promotion of Canada's historical heritage, its archaeology and its museums. It meets annually to discuss problems and topics of mutual interest, exchange ideas, and make recommendations.

In addition the Branch continued to provide the secretariat for the Archaeological and Historic Sites Board of Ontario and was asked to act in a similar capacity for the John Graves Simcoe Memorial Foundation.

Museums Section

During 1969 the Section continued its programme of providing technical, administrative and display advice and assistance to the 201 museums in Ontario. This total represents an increase of 52 museums over 1967, and 16 over 1968.

In combined operations, our Museums Advisors visited

165 museums and met with 42 governmental, municipal, corporate and private organixations interested in museums and their development. They advised and assisted with planning, display, conservation, financing, governmental assistance, and organizational procedures. In addition, the Advisors' office was called upon to prepare and present six different illustrated talks to historical and museum associations and colleges in the province.

Our display technique improvement programme was carried on very actively during the year, and our office provided plans, illustrations, assistance and advice to 17 museums to improve their displays. Among these were two large projects which included the development of a display programme for the "Stone House" ("Ermatinger House") in Sault Ste. Marie, and a design for a new museum building and programme proposed for the City of Belleville.

Our Section also produced an illustrated technical paper on display entitled "Display - The Vehicle for the Museum's Message" which has been received very favourably by the museum profession, both in Canada and the United States.

The museum grant programme has continued to grow and has registered an increase over 1968. In that year 87 museums qualified for an average grant of $848 totalling $73,785. In 1969, 101 museums qualified for an average grant of $877 totalling $88,649, an increase of 14 museums and $14,864 over the 1968 figures.

This year the Senior Advisor attended a special seminar for instructors for museum training programmes sponsored by the Canadian Museums Association with the objective of establishing a cadre of trained instructors for Ontario and the other provinces. As a result, this office, in co-operation with the Canadian Museums Association and the Ontario Historical Society Museums Section, has instituted a Level I museum training programme in Ontario. This is a combined correspondence and instructional seminar course administered to persons employed in museums in the province. In 1969 two seminars were convened with 41 candidates attendin and plans are established to convene three more to cover all museum personnel in Ontario who wish to take part in this training.

As in the past, the Museums Advisors also took an active part in planning and organizing the Ontario Historical Society Museums Section annual workshop. This was held in Belleville this year and dealt with public relations and advertising as applied to community museums.

The Section continued its annual statistical surveys by compiling and publishing museum attendance figures, maintaining detailed administrative data on all museums, and preparing, publishing, and distributing the list of names and addresses of all curators and persons in charge of museums in the province.

RECORDS SERVICES BRANCH

This Branch is the central operational agency which provides skilled advice and assistance to all Ontario Government departments in the field of records management. The basic aim of the records management programme is to achieve maximum economy and efficiency in record filing, storage, retention scheduling and information retrieval. During 1969 the records management programme became an increasingly effective management technique in all departments and agencies, as evidenced by the record number of schedules, destruction requests and archival accessions which were processed through the Records Management Committee, Treasury Board.

Records Analysis Section

To provide the necessary ongoing liaison and advisory assistance to government departments, each records analyst was assigned a portfolio of agencies as a basic and primarily individual responsibility. Additionally, each analyst was assigned a single specialty in the field of records management in order to assist departments on complex or technical problems involving specialized competence.

During the year, at the request of several departments, analysts have acted as a project team to make studies of clients' records practices, issue reports and assist in the implementation of accepted recommendations.

Most of the departmental records officers have received formal training through a series of Records Management Familiarization Courses offered by the Department of Civil Service and staffed by instructors from the Records Services Branch. Additionally, many records officers have been trained by the Branch through the medium of 'in house' sessions or temporary secondments before taking up their departmental responsibilities.

During the calendar year these departmental officers have developed about 2,600 schedules, destruction requests and archival transfers of which 1,225 have been processed and approved resulting in tangible gross savings of $354,187 through recoveries in space and equipment. The intangible benefits accruing from this vigorous approach to the implementation of the records management programme have been conservativel calculated at $1.00 per cu. ft. destroyed or transferred, for a futher saving of $53,263 and a total of $407,450.

The programme accomplishments recorded and reported through December 31, 1969 include:

A.	Schedules	
	Approved	1,225
A.1	Work in Progress	
	In Committee Stage 12/31/69	195
	In Department Stage 12/31/69	1,173
	Total	2,593

B Disposals

From Departments - cu. ft.	36,647	
From Records Centre - cu. ft.	5,425	
Total	42,072	cu. ft.

C Transfers

To Archives - cu. ft.	490	
To Records Centre - cu. ft.	16,126	
Total	16,616	cu. ft.

D Equipment Released

Legal Drawers	2,287
Letter Drawers	136
Shelving - (linear ft.)	12,986
Open Shelf Modules - units	80

Additionally, substantial quantities of indexing equipment, microfilm readers and ancillary equipment have been released for reuse, thus reducing purchases of new equipment.

The Branch has sponsored regular meetings of records officers throughout the year. In the course of these meetings many improved administrative techniques have been developed, particularly in the area of records scheduling and disposal.

Two study groups of records officers and members of the Branch have been formed and are examining the current disposition practices of, departments for Housekeeping Records and, the records of central agencies respectively. The objective of these studies to recommend to the Records Management Committee standard retention periods for a host of 'common'

records and for the departmental duplicates of records held by central agencies, the latter on a pro rata basis. These standards will be promulgated through an official publication.

The training made available to all levels of endeavour in the field of records management amounted to some 213 hours of instruction for some 205 participants.

Records Centre Section

The net intake of scheduled inactive records into the Records Centre during the year amounted to 10,630 cu. ft. Retrieval of information services by Centre staff for departments and agencies averaged 958 per month and 11,495 for the year.

The Cooksville Centre held 47,075 cu. ft. of inactive records as of December 31, 1969 which is 56% of the usable capacity of 85,000 cu. ft.

On the assumption that the total provincial records holdings are 1.5 million cu. ft. some 20% or 300,000 cu. ft. can be considered as potential dormant/inactive records suitable for transfer to low cost storage. Provisions were made during the year to acquire a plot of land adjoining the Centre to provide for future needs for expansion of facilities. The current planning model, based on approved schedules only, indicates that additional facilities will be required circa 1972.

During the year, after study and analysis of the

economics involved, procedures were developed to transfer inactive records from offices outside Metropolitan Toronto. The need for the establishment of decentralized Records Centres as and when regional government offices are operating is under review.

ARCHIVES BRANCH

Reading Room & Services to the Public

In spite of problems posed by inadequate space and the necessity of allocating some branch personnel to work closely with the Records Services Branch in connection with the government's internal records management programme, historical research services to the public were maintained at an acceptable level in 1969.

Visits to our public Reading Room resulting in recorded research requests totalled 4,473, the largest annual figures yet reached. The increasing general interest in provincial and local history was evidenced by the fact that 593 of the persons visiting the Archives and undertaking research there were doing so for the first time. While this is an encouraging trend, it required more individual guidance and time by our staff. Among those using our services in person were university staff and students, local historians, educators, authors, lawyers, surveyors, government officials, genealogists and the public media. Exact figures for the

number of research inquiries received by mail or telephone are not available, but these greatly exceeded the total figures for persons coming to the Archives.

Photocopies prepared for researchers included: 2,098 photostats, 10,102 Xerox prints, 1,480 photographs and 136 100-foot reels of microfilm. This photocopying work for the public and other government agencies was, of course, quite apart from the larger volume involved in copying outside material for deposit in the Archives' holdings or to alleviate the necessity of handling original documents.

Government Records Section

Government and court files of enduring value comprising a total of some 1,135 cubic feet were transferred to the Archives in 1969. This more than doubles the previous year's accessions. Among the larger or more important acquisitions were: 580 cubic feet from the Prime Minister's Office, including all original Orders-in-Council, 1867-1958; 35 cubic feet from the Department of Justice, including files of the investigation of the Windfall Oils and Mines Co., 1964-65; and files of the Centre of Forensic Sciences, 1933-61; 50 cubic feet from the Department of Labour, including files of the Minister, 1960-65, and Conciliation Services Branch, 1947-62; 80 cubic feet from the Department of Municipal Affairs, including files of the Deputy Minister, 1937-52; 31 cubic feet from the Department of Public Works, including various corres-

pondence series, 1870-1936; 21 cubic feet from the Treasury Department, including files of the Treasurer, 1913-34; 11 cubic feet from the Department of Tourism and Information, comprising Centennial Planning Branch files, 1965-67; and 8 cubic feet from the Ontario Economic Council, comprised of files pertaining to various research projects and committees, 1962-68.

The Government Records Section is also responsible for the custody of any significant municipal records obtained by the Archives. Among these in 1969 were: Bromley Township minutes, by-laws, assessment rolls, and correspondence, 1850-81; Bonfield Township minutes and by-laws, 1886-1920; and Cameron Township minutes, 1917-44. In instances where the Archives was unable to acquire originals, microfilm or Xerox copies were made. The Archives copied: Pittsburgh Township records, including minutes and by-laws, 1850-1936; South Dumfries Township records, 1851-79; and a minute book of the Ontario County Council, 1852.

The Section is also responsible for acquiring court records. During 1969, 320 cubic feet of court records were transferred from Osgoode Hall. The main series were files of the Chancery Court, 1867-1899 and of the Probate Court, 1794-1859. During 1969, under an agreement with the Salt Lake City Genealogical Society, an additional 353 microfilm reels (positive prints) of 19th century Surrogate Court records

were deposited in the Archives. The following counties were represented: Dufferin, Elgin, Essex, Haldimand, Halton, Leeds and Grenville, Lincoln, Peel, Welland and Wentworth.

From the Public Archives of Canada we acquired 229 microfilm reels of Upper Canada land petitions, 1792-1867. With the previously acquired 94 reels, this completes the series.

Finding Aids

Preliminary processing and physical arrangement was completed for 90 per cent of all government records transferred during the year. Considerable progress was also made in the production of finding aids to our government records holdings. Preliminary inventories were completed for: R.G. 6 (Treasury Department); R.G. 14 (Department of Highways); R.G. 18 (Committees and Commissions); and R.G. 21 (Municipal Records). To the preliminary inventory of R.G. 5 (Department of Tourism and Information) a new series has been added -- Centennial Planning Branch records.

In addition, progress was made in preparation of the inventories of R.G. 1 (Crown Lands Department); R. G. 2 (Department of Education); and R.G. 8 (Department of Provincial Secretary and Citizenship). Special detailed lists were made for the Probate Court records in R.G. 22 (Court Records) as well as the printed legal records in the Archives. Some 300 new catalogue entries were prepared for our Reading Room. However, the biggest effort in the field of cataloguing

was made in converting references and some editing of approximately 14,500 cards for R.G. 1.

New or Special Projects

During 1969 the staff of this Section examined and evaluated a large volume of non-current records in various Ontario Government departments and agencies to select significant records for permanent preservation in the Archives. As a by-product of the records management programme, the Section was also involved in the evaluation of current records in connection with retention scheduling and disposal requests. Sixty visits were made to various government offices and the Records Centre, each lasting from a couple of hours to several days.

A special effort has been made to evaluate records usually found at County Court Houses. It resulted in special trips to the Court Houses in Perth, Picton, St. Catharines, and Simcoe. In connection with the dissolution of municipal government of the Counties of Lincoln and Welland, an archivist visited the municipal offices of the respective counties in St. Catharines and Welland in order to examine their records and arrange transfer of historically significant documents to the Archives.

Dissolution of local School Boards (and creation of County School Boards) has raised the question of preservation of the earlier School Boards' records. As a pilot project, inspection and listing has been done of the local School Boards' records of the United Counties of Leeds and Grenville.

During 1969, with the growth of the government-wide records management programme, it became necessary to allocate an increasing proportion of the available time of our section archivists to close liaison with the records analysts of the Records Services Branch. If this had not been done, the orderly scheduling of bulk record series would have been held up pending historical and long-term research evaluation. Owing to the basic potential monetary savings involved, it was recognized that top priority in this regard was essential. At the same time, it must be recognized that the staff involved had to be withdrawn from other functions, including the analysis of incoming arhival material as well as historical research for the public. Consequently, unless additional staff is obtained, some deterioration in the comprehensiveness of research carried out for individuals (particularly in response to mail inquiries) will inevitably ensue.

Private Manuscripts Section

During the year 121 accessions totalling some 60 cubic feet of documents were received in this Section. Some

of these were of outstanding significance.

Among the latter were the papers of C. A. Jennings (1857-1930), Editor-in-Chief of the Mail and Empire, 1911-30. These comprise some 400 letters and 11 books of clippings and refer to a wide range of social issues of the period including the war, depression, relief, politics and the fourth Imperial Press Conference. They include his own editorials and written comments on them from prominent people of the day. The papers of William Alexander Foster (1840-88), a prominent lawyer, covering the period 1851-97, throw light on the development of the Canada First movement of the 1870's by Foster and his friends and also include accounts from participants of the North West Rebellion. Three separate accessions related to the fur trade of the last century in the Hudson's Bay Company's Temiscamingue District were acquired. We also received a gift of the papers of Donald McKenzie, a fur trader with J. J. Astor, the North West Company and the Hudson's Bay Company.

Significant for the study of Canadian art are the papers of Melvin Ormond Hammond, Editor of the Globe which include biographical notes on artists, diaries and an unpublished manuscript history of the Globe. An important addition of 196 items was made to the Sir James D. Edgar Papers, 1841-99 already in the Archives. This included the original "Shawnee vocabulary of 200 words" prepared by Thomas Ridout while a

captive of the Indians in 1788. The William Osgoode Papers were supplemented by 26 original letters of the period 1781-1814 written to relatives concerning his work and travels. An acquisition of John Hillyard Cameron Letters (236 items) for the period 1848-76 provides an interesting biographical perspective of a prominent politician. The Sir Sandford A. Fleming Papers comprise 750 letters and other documents concerning the period 1842-1915. Five additional volumes of the Hawkesbury Lumber Company records were received.

The Thomas Need Papers, 1832-83 were acquired and constitute a most valuable source of the history of Bobcaygeon which he founded and for the the Kawartha District in general. A small but very important collection of the papers of Sir Allan Napier MacNab was donated which provide new information on the Caroline Incident of 1838, the Upper Canadian Rebellion and MacNab's political career, including his efforts to obtain the office of Adjutant General.

The work of processing these and previously acquired material was pursued with 75 per cent of new accessions given some processing. Finding aids prepared included 11 inventories, 5 calendars, 1 partial caldendar, 393 catalogue cards and 193 draft Guide Entries. Inventories were completed or drafted for the following manuscript collections; the Nicol Hugh Baird Papers, 1813-1917; the Civil Service Association of Ontario Collection; the Farini Papers; the Sandford Fleming

Papers; the Thomas Fraser (P.L.S.) Papers; the Mowat Family Papers; the William Ferguson Munro Papers; the Ontario Society of Artists Papers; the Robert W. Pilkington Estate Papers, 1834-77; and the Andrew Russell Papers. An exhaustive revision of the inventories of the David Thompson Papers keyed these to their microfilm copies.

The 5 calendars completed were for the Jarvis-Powell Papers, the Sir William Mulock Papers, the Benjamin Tett Papers, the Sir Allan Napier MacNab Papers and the William A. Foster Papers. The Hamnett Pinhey Papers acquired in 1968 were inventoried with more important portions calendared. Special lists were prepared for both the military records contained in various manuscript collections and the scrapbook collection. A Revision was made to the list of the miscellaneous manuscript collection, while a comprehensive list of the church, cemetery, birth, marriage and death records was completed. Over and above the work on specific collections, a comprehensive analysis was made of the manuscript card catalogue, preparatory to its revision and the preparation of a thesaurus of approved reference entries for it.

A special project initiated and completed during the year was the analysis, arrangement, description and microfilming of the manuscript holdings of the Niagara Historical Society. A complete inventory supplemented by calendars of selected portions was prepared and filmed with the documents.

Related to these are the 17 reels of Niagara town records prepared by the Government Records Section, the microfilm now being prepared for the Society's newspaper collection and the Dr. W. G. Reive Research Papers on cemeteries and graves in the Niagara District.

Newspapers

Many of the province's newspaper runs have been destroyed or exist in only one location where they are in danger of destruction or serious deterioration. During 1969 the Archives continued its attempt to locate remaining issues and to microfilm copies for deposit here in one central location This is frequently a difficult task, since scattered issues are found in many widely separated locations and must be brought together for filming.

Original issues of 127 different newspapers (mastheads) were acquired by the Archives during the past year. Some of these acquisitions consisted of only one or two issues, but several constituted extensive runs. Among the more extensive or rate acquisitions of originals we might mention: The Bowmanville Canadian Statesman, 1868-1900; the Brighton Sentinel, 1853; the Elora Observer, 1858-68; the Christian Messenger (Brantford) 1855; the Fergus Express, 1871-72; and the Fergus News Record, 1867-72.

The Archives used its own cameras to microfilm runs

(some very extensive) of 20 different newspapers which the owners would not donate or we could not afford to purchase. These required some 164 reels of film. Among the more important runs were: the Toronto Globe, 1848-57; the Canada Lumberman, 1911-30; the Western Lumberman, 1911-24; the Halton Journal, 1855-58; the Napanee Standard, 1879-86; the Canadian Champion, 1901-31; the Markdale Standard, 1880-1930; the Smiths Falls Revue, 1863-77; and the Napanee Beaver, 1872, 1875, 1882-85, 1891-92, 1895, 1899 and 1902-06.

Apart from our own filming, positive prints of early newspaper runs were purchased from other organizations, including, for example: the Week (Toronto) 1883-96; and the Perth Courier, 1862-73.

Picture and Poster Collections

The photographs, sketches, engravings, posters and architectural drawings which comprise the Picture Collection are in constant demand from a wide variety of individuals and organizations. During 1969 more than 75 requests requiring searching and photo-copying were handled by the Picture Archivist and some 1,400 photographic prints were made for researchers. Among the main sources of requests were: government departments (Education Television, Trade & Development, Public Works and University Affairs), the Canadian Broadcasting Corporation, publishing companies (Clark Irwin, Copp Clark, University of Toronto Press etc.), high school and university teachers and students and historical restoration

projects.

Within the past year amendments have been made to our processing procedures for the picture collection. These are intended to speed up cataloguing of new material, reduce labour involved in creating reference print files and simplify and make more flexible the preparation of new references and finished prints for clients. The basic tool involved is a new 35 mm data processing-type aperture card, which combines catalogue card and viewing print. Our recently acquired Kelvar printer and a viewing machine enable new references, complete with image, to be made in minutes without resort to a photographic dark room or to time consuming card typing. One can now study a picture projected on a 16" x 24" screen, a great advantage over the present small file prints.

We are gradually accomplishing the task of inserting our 35 mm negatives in aperture cards on which main entry data is typed to form a master shelf-list file. From these cards similar positive transparency "Soni cards" are prepared and and given reference citations to form the subject file for user research. When completed, it will be possible for a client to research the collection without the constant and time consuming guidance of the Picture Archivist.

A direct accession of particular interest which might be noted was the Hammond Collection, 1898 - c. 1930. M. O. Hammond, who died in 1934, was a writer and editor, as well as a gifted amateur photographer. His photographs reflect

his interest in the social, literary, artistic and political life of his times. We were also fortunate in acquiring substantial collections of photographs illustrating life in the northern portion of Ontario and around Hudson Bay. These included several hundred slides taken by Anglican and Oblate missionaries of the Moose Factory, Fort Albany, Fort Rubert and Winisk regions. Examples of other significant acquisitions are the William Stewart Collection of some 400 copy prints, photographs and sketches of early Guelph and vicinity, and a collection of glass negatives of early construction, shipping and floods on the Welland Canal.

Maps

Major emphasis during 1969 was placed on improvements in the storage and to the cataloguing of our extensive map collection. Obsolete shelf entries are being corrected and producers finding aids related to archival entries. The bulk of the historical maps were acquired during the early years of the Archives when in some instances varied and sometimes inadequate cataloguing procedures were followed. A major task is therefore involved in improving and systematizing our finding aids. Some 204 maps of all types, including topographic, hydrographic, electoral, road and aerial strip, as well as 2 atlases, were received in 1969. An acquisition of considerable historical interest was a manuscript plan

by Colonel John By covering the "Narrows" on the Rideau Canal, dated 22 January, 1831.

Library

The Archives' Library is intended primarily for the use of our own staff in connection with the analysis and arrangement of archival collections. It is also used by members of the public undertaking research in our manuscript collections. While we have an extensive collection of books relating to Ontario's history, most of these are equally available in public libraries, and owing to our limited facilities and specialized functions, we attempt to direct researchers working primarily in published sources to their own local libraries.

During the past year 246 books, 245 pamphlets, 80 government publications and 4 new periodical subscriptions were added to our library holdings. The great majority related to the specialized history of this province or its regions. A major project during 1969 involved work on the interfiling of the separate catalogue entries relating to our extensive pamphlet collection with the main book catalogue.

ONTARIO ARCHAEOLOGICAL AND HISTORIC SITES ADVISORY BOARD

This twelve-man Board of private citizens acts in an advisory capacity to the Minister on matters pertaining to history and archaeology. The members include professional historians and anthropologists, as well as other persons noted for their knowledge of the province's past. Among the more important duties of the Board is the selection of suitable subjects for the province's historical plaques and approval of the inscriptions which appear thereon.

During 1968-69 monthly Board meetings were held in Toronto from October to May. In the course of the summer at least one member of the Board attended each of the forty plaque unveiling ceremonies and took part in the related official programme.

List of Historical Plaques Eerected in 1969

The historical plaques erected during 1969 on the advice of the Archaeological and Historic Sites Board of Ontario are listed herewith under the counties or districts in which they are located. The brief descriptive notes which have been added are not copies of the actual inscriptions on the plaques, but are intended merely to indicate the nature of the subject commemorated.

* Indicates plaques with English and French text.

BRUCE

"THE ALLENFORD POW-WOW" 1855 - Describes a dispute between the Saugeen Indians and the government which arose over land titles and the precise boundaries of the Indians' Reserve. The problems were resolved as a result of a meeting between the contesting parties held at the site of Allenford. (Allenford near St. Andrew's Presbyterian Church).

COCHRANE DISTRICT

THE ARCTIC WATERSHED - Marks the area where the height of land crosses Highway #11. From this point waters flowing northward empty into James Bay, while south of it they form part of the Great Lakes drainage system. (Beside Highway #11, nine miles north of Kenogami Lake).

ESSEX

*THE HURON CHURCH RESERVE - Outlines the history of the Indians of the area, with particular reference to those occupying the Reserve adjacent to the old Huron Church. Eventually they moved away and sold their land to the government. The Reserve now forms part of the City of Windsor. (McKee Marina Park, near the Ambassador Bridge, Windsor).

FRONTENAC

REGIOPOLIS COLLEGE - Describes the establishment of a pioneer school for boys by Bishop Alexander Macdonnell. The original building now forms a portion of Hôtel Dieu Hospital. (Hôtel Dieu Hospital, Johnson Street, Kingston).

GRENVILLE

FOUNDING OF BURRITT'S RAPIDS - Describes the founding of this pioneer community on the Rideau, which still retains many of its pre-Confederation buildings. (Beside the Community Hall, Burritt's Rapids).

THE BLUE CHURCH - This attractive wooden chapel, the third on the site, was built in 1845 and is a tangible link with one of the oldest settled regions of the province. The churchyard contains the graves of many of the earliest settlers, and includes that of Barbara Heck, the founder of Methodism in Upper Canada. (North side of Highway #2, approximately 2 miles west of Prescott).

GREY

THE DURHAM ROAD - This early "colonization road" was surveyed in 1848-49 and ran from the eastern boundary of Grey County to the site of Kincardine. It provided easy access to previously unsettled areas, and assisted in the opening up of the region through which it passed. (At the entrance of the Durham Conservation Area, near Durham).

HALDIMAND

GRAND RIVER NAVAL DEPOT 1815

The site for this Royal Navy depot was chosen for its strategic location, being well removed from the United States, and because of the ease with which it could be supplied and reinforced overland. It was finally abandoned in 1834.

(Esplanade Park, Port Maitland).

HALTON

WORLD CHAMPIONSHIP WHEAT 1954 - Commemorates the winning of the World Wheat Championship by W. E. Breckon, of Burlington. The winning grain was produced on the Breckon farm and it was the first time the title had been awarded to an Ontario grower. (W. E. Breckon School, 345 Tuck Drive, Burlington).

HASTINGS

MARMORA IRONWORKS 1823 - Describes the establishment of this pioneer iron industry, one of the province's earliest large-scale enterprises of its type. (Legon Park, Marmora).

HURON

THE FOUNDING OF SEAFORTH - Describes the establishment and early growth of this community in the 1850's. (Victoria Park, Seaforth).

THE GREAT STORM OF 1913 - Details the story of one of the most disastrous storms in the history of the Great Lakes. Although Lake Huron bore the brunt of it, lives and ships were also lost on Lakes Superior, Michigan and Erie. (Cobourg and Lighthouse Streets, Goderich).

KENORA

OSNABURGH HOUSE 1786 - This fur trading post, originally situated on Lake St. Joseph, was built by the Hudson's Bay Company to counteract the activities of the Nor'Westers in

that area. Its success encouraged the establishment of other H.B.C. posts at Red Lake, Cat Lake, Lac Seul and elsewhere. (Highway #599 at Rat Rapids, 24 miles south of Pickle Lake).

LANARK

CAPTAIN ARTHUR ROY BROWN, D.S.C. 1893-1944 - Honours the Canadian airman of World War I, who was officially credited with shooting down the "Red Baron", Captain Manfred von Richthofen, Germany's leading fighter pilot. (Memorial Park, Carleton Place).

MIDDLESEX

ST. PAUL'S CATHEDRAL 1846 - The present cathedral serves a congreation that was originally established in the 1820's. It is the second building on the site. (Grounds of the Cathedral, Richmond Street and Queen's Avenue, London).

MUSKOKA

THE PETERSON ROAD - This "colonization road" was one of a system built by the government to open up the southern region of the Precambrian Shield to settlement. (Muskoka Falls Community Church, Muskoka Falls).

NIAGARA

THE FIRST WELLAND CANAL 1824-1833 - Describes the building of this very important connecting link between Lakes Ontario and Erie. It ran originally from Port Dalhousie to Port Robinson, and was completed to Port Colborne in 1833. (Centennial Gardens Park, St. Catharines).

BROCK UNIVERSITY - The founding of the Niagara area's first university is described on this plaque. (De Cew Campus, Brock University, St. Catharines).

THE LAW SOCIETY OF UPPER CANADA 1797 - This regulatory body, established to exercise control over the legal profession, was founded at Newark (now Niagara-on-the-Lake) then the provincial seat of government. (S.W. corner of Queen and Gate Streets, Niagara-on-the-Lake).

FATHER LOUIS HENNEPIN - This Recollet priest accompanied La Salle on the first voyage of the "Griffon", and later published a valuable account of his travels. The latter included the first recorded description of Niagara Falls. (Adjacent to the Falls).

OTTAWA - CARLETON

*MAJOR EDWARD J.G. HOLLAND, V.C. 1878-1948 - Honours an early winner of the Victoria Cross who was awarded this coveted medal for his heroic actions during the South African War. (Royal Canadian Legion, 110 Argyle Street, Ottawa).

PRINCE EDWARD

THE KENTE (QUINTE) MISSION 1668 - Relates the story of the establishment of a Sulpician mission among the Cayuga Indians at their village on the Bay of Quinte. (Village park, Consecon, Highway #33).

RAINY RIVER

JACQUES DE NOYON 1668-1745 - This intrepid French explorer first used the Kaministiquia canoe route to the Rainy River - Lake of the Woods area in 1688. This became one of the main links in the trans-continental canoe route to the West. (Rainy Lake Loukout, Noden Causeway, 4 miles south of Fort Frances).

SIMCOE

ST. THOMAS' CHURCH 1838 - Commemorates this pioneer Lake Simcoe church that was built by means of a construction technique known as "rammed earth" or "cob" (St. Thomas' Anglican Church, Shanty Bay).

THUNDER BAY

WESTERN ROUTE OF THE C.P.R. - Describes the building of the first Canadian trans-continental railway westward from Fort William. (Corner of Ridgeway Street and Syndicate Avenue, Thunder Bay).

DAWSON WAGON ROAD - This road formed an important link in the land and water route from the Lakehead to Fort Garry. It ran from the Lakehead to Shebandowan Lake. (Shebandowan Village, Highway #11).

THE ARCTIC WATERSHED - Marks the area where the Height of Land crosses Highway #17. From this point waters flowing northward empty in James Bay, while south of it they form part of the Great Lakes drainage system. (Near Raith, Highway #17, about 54 miles west of Thunder Bay).

THE LAKEHEAD'S FIRST GRAIN ELEVATOR 1883 - By the late 1870's wheat production in the West enabled large quantities to be exported. Storage facilities became a vital necessity and with the completion of the C.P.R. line from Winnipeg to the Lakehead in 1883 the latter site seemed to be the most practical. (Manitoba Pool Elevator #2, Thunder Bay).

LAKEHEAD UNIVERSITY - Commemorates the founding of Northwestern Ontario's first university. (Lakehead University Campus, Thunder Bay).

TIMISKAMING

*WILLIAM HENRY DRUMMOND 1854-1907 - Honours this well known Canadian poet whose "habitant" verses gained him international recognition. (Silver Street and Prospect Avenue, Cobalt).

TORONTO (METROPOLITAN)

MAJOR-GENERAL THE HON. AENEAS SHAW - This well known soldier was one of York's (Toronto's) earliest settlers. He served for many years as a Member of both the Executive and the Legislative Councils. (Queen Street entrance to Trinity Park, Toronto.)

FIRST JEWISH CONGREGATION IN CANADA WEST - Commemorates this pioneer Jewish congregation, the earliest in Canada west of Montreal. (Holy Blossom Temple, Bathurst and Ava Streets, Toronto).

CANADA'S FIRST AERODROME - Relates the story of the establishment of the first formal airfield and flying school in Canada. (Lakeshore Blvd. W., ½ mile east of Dixie Road).

WATERLOO

WATERLOO LUTHERAN UNIVERSITY - Commemorates the founding of this university which had its origins in the Evangelical Lutheran Seminary of Canada. (Central Teaching Building, University Campus).

THE HURON ROAD - This early "colonization road" was built by the Canada Company to promote the sale of their lands in the Huron Tract. (At the entrance to Doon Pioneer Village, near Kitchener).

THE UNIVERSITY OF WATERLOO - Commemorates the founding of this university which now has the largest engineering school in Canada. (Physical Education Centre, University Campus).

WELLINGTON

EDWARD JOHNSON 1881-1959 - Honours one of Canada's most outstanding pioneers in the field of music. (Riverside Park, Guelph).

WENTWORTH

ST. PAUL'S CHURCH - This old Presbyterian Church, designed by the well known architect William Thomas, is considered to be one of the finest examples of its type in Ontario. (St. Paul's Church, James Street South, Hamilton).

UNITED KINGDOM

MAJOR-GENERAL SIR ISAAC BROCK 1769-1812 - Honours one of Canada's outstanding military heroes. The plaque was erected to commemorate the 200th anniversary of his birth. (St. Peter Port Church, Guernsey, Channel Islands).

HONOURABLE GEORGE BROWN 1818-1880 - Honours one of Canada's most prominent journalists and statesmen, and a leading Father of Confederation. (Municipal Building, Alloa, near Edinburgh, Scotland).

DONATIONS TO THE ARCHIVES

Apart from material acquired by purchase, or transferred from Ontario government agencies the Archives was fortunate during 1969 in the public-spirited co-operation which it received from private, municipal, and institutional owners of historical documents and pictures. The following list includes the names of the donors of the larger or more significant collections during the past year.

Norfolk Historical Society - Simcoe, Ont.

City of Welland, Welland

Mr. J.S.F. McLean - Woodstock

Mr. R. Orr - Toronto

Mrs. G. Douglas - Lakefield

Dr. G.F.G. Stanley - Kingston - Sackville

Mr. N. Thibault - Saskatoon

Mr. and Mrs. D. Mekas - Dunkirk, New York

Mr. G. Donkin - Hull, England

Diocese of Algoma - Sault Ste. Marie

Mr. J. J. Street - Calgary

Mr. A.A. Rowan-Legg - London, England

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Miss B. Fraser - Willowdale

Mr. A. Fraser - Frocton, New York

Mr. C.L. O'Brian - L'Orignal

St. Lawrence Seaway Authority - St. Catharines

Mrs. E. Nicholson - Toronto

Mrs. M.G. Barnett - Toronto

Mr. J.N. Gornall - Sydney, Australia

Miss D. Grant - Port Hope

Miss M. Geale - Peterborough

Mr. W.N. Barrett - Toronto

Mr. V.B. Blake - Toronto

Col. W.R. Cameron - Orlando, Florida

Mrs. H.J. Brooks - Simcoe

Mr. H.P. Hill - Ottawa

Mr. L. Kiblelewhite, Glenbow Foundation - Calgary

Mr. Lynett - Richmond Hill

Mr. J.C. Bonar - Montreal

Mr. J.P. Lovekin, Dept. of Education

Mr. R. Irwin - Guelph

Miss M. Mack - Cornwall

Mr. and Mrs. Meier - Campbellford

Mrs. M. Bate - St. Catharines

Mr. Bill McWhinney - Ottawa

Father J. Price - Kingston

Mrs. M. Kidd - Peterborough

Mr. C. LaBerge - Mattawa

Commander D. Brooks - Los Angeles

Mrs. C. Allen - Elora

Mr. and Mrs. L. Williams - Bramalea

Mrs. G. Lapp - Port Credit

Mr. R.K. Armstrong - Peterborough

Duke of Albemarle - Suffolk, England

Miss Olive E. Knisley - Prescott

Mrs. A. MacDonell - Detroit

Mr. G. Grierson - Maple

Mrs. G. McNeice - Sault Ste. Marie

Mr. R. Harper - Alexandria

Mr. T. Guldan - St. Paul, Minn.

Mrs. J.W. Godfrey-Jull - Headley Down, England

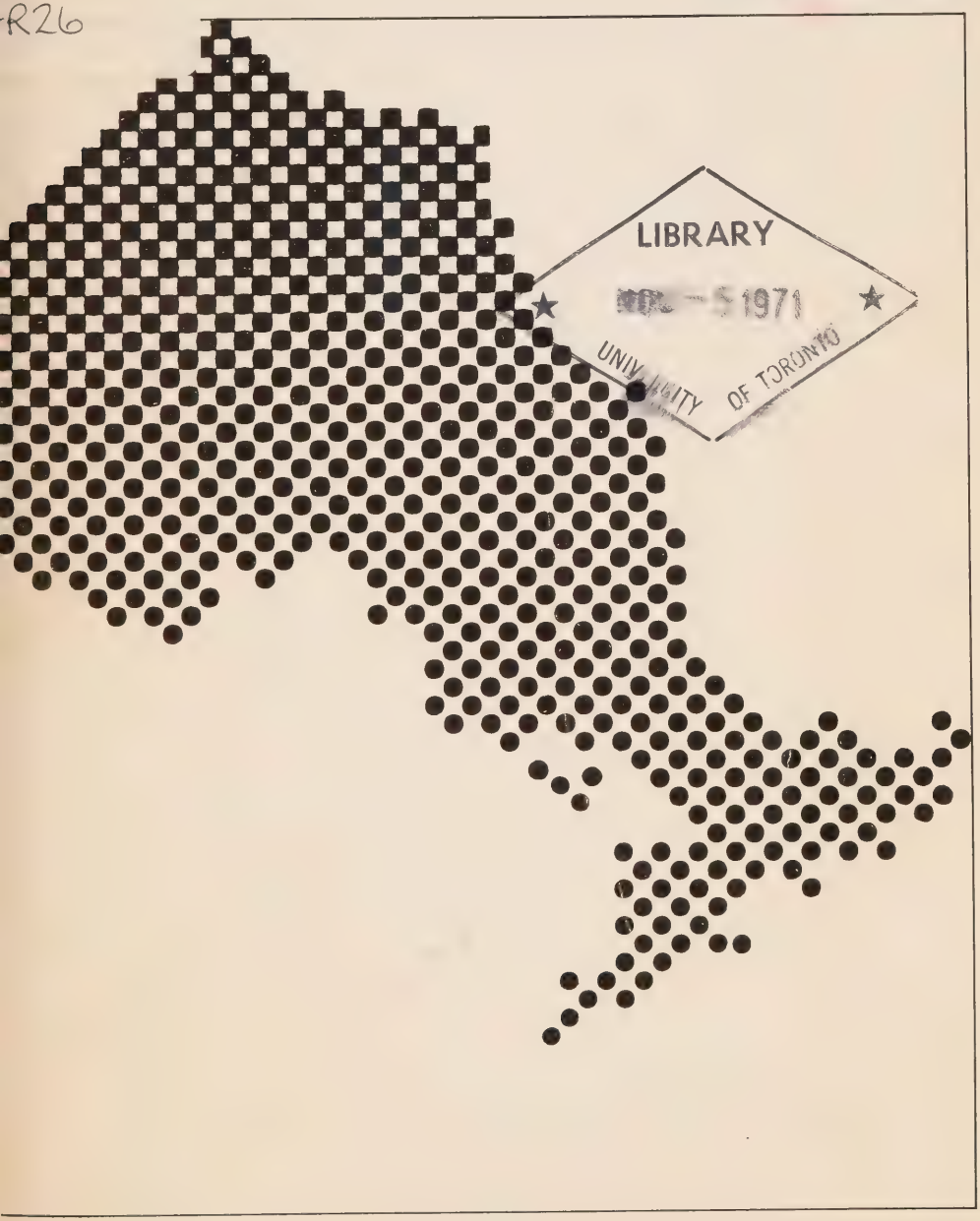
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The Department of Tourism and Information

The Department of Public Records and Archives

Annual Report 1970

GOVT PUBNS



Hon. Fern Guindon, Minister of Tourism and Information

TO: The Honourable
W. Ross Macdonald, P.C., C.D., Q.C., LL.D.
Lieutenant Governor of the Province of Ontario
in Council

MAY IT PLEASE YOUR HONOUR:

The undersigned has the honour to transmit herewith the Twenty-Fourth Annual Report of the Department of Tourism and Information and the report of the Department of Public Records and Archives, for the calendar year 1970.

I have the honour to be, Sir,

Your obedient servant,

Fern Guindon

Minister of Tourism and Information

Toronto, Ontario
April, 1971

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Introduction

Despite uncertain economic conditions in both the U.S. and Canada last year, Ontario's tourism industry continued to register gains.

In 1970 the number of U.S. vehicles entering Ontario increased by some 100,000 to a total of 7.7 million or 1.3 per cent more than in 1969. Of more significance the long-term (one or more nights) traffic from the United States grew by more than 100,000 cars to a total of 2.2 millions —a 5.3 per cent increase over the previous year. Taking into account that approximately 80 per cent of all U.S. tourist spending in Ontario is by long-term visitors, it may be concluded that over-all tourist spending in Ontario increased over the previous year.

This increase reflects the better promotion of improved facilities and new attractions. The steady growth rate over the years is indicative of a healthy industry that continues to flourish despite increased world competition for the tourist dollar.

The Department is concentrating its efforts in attracting more visitors in the "shoulder seasons" —mid-April to mid-June and mid-September to mid-November. In addition, the Department now promotes winter sports and outdoor activities far more than before.

As part of its campaign to extend the season the Department has stepped up its efforts to interest the travel trade—tour operators, automobile clubs and carriers—in Ontario package tours with the emphasis on group travel in the off-peak months.

By extending the season and thus encouraging operators to stay open for longer periods of the year (12 months in some cases), the Department can make possible an upgrading of all tourism facilities not practical over a short season.

The Department of Tourism and Information



Information and Promotion Division

The Department organized two industry seminars last year, the first in Huntsville March 1-3. Participating were members of the Department's Information, Advertising and Publicity Branches. Also in attendance were several representatives from the private sector. The seminar was the first step toward the formulation of an all-embracive marketing plan.

"The Shape of Ontario Tourism" was the subject of a second seminar, held at the Briars, Jackson's Point, from September 27 to 30, organized in co-operation with the Planning and Development Branch. In attendance were members of the Department's Travel Research Branch, Planning and Development Branch and the Executive Director's office as well as senior civil servants from other departments and a number of non-government leaders of the Ontario tourist industry. While discussions centred on the accommodation aspect of Ontario tourism in the future, other topics were included—environmental concerns, changing cultural values, changing market characteristics, regulation of the industry by government problems of finance and operational difficulties facing management.

The Planning and Development Branch also assisted—under the general direction of the Executive Director—in the preparation of a report on regional tourist councils in Ontario. This study, still under consideration by the Department, outlines the role and functions of the 36 councils and provides specific guidelines to assist councils in gaining the most benefit from their promotional funds and efforts. Regional tourist councils represent the grass-roots of the industry in Ontario and provide a structure that enables local operators and agencies to influence the promotion and development of tourism in their own regions.

A further project was a Marketing Plan for the St. Lawrence Parks Commission. Presented to the Commission members on December 15, this report suggests ways and means of building attendance and revenue while remaining faithful to the ideals and precepts upon which the Commission was founded in 1955. Based on a careful analysis of past programs and consideration of what competitors are doing in the marketplace, the report, undertaken at the request of the SLPC, constitutes a long-range marketing plan to serve as a reference document for the Commission over the next several years.

The Information and Promotion Division consists of three branches: Advertising, Publicity and Information.

Advertising Branch

The Department's advertising program must communicate Ontario's appeal as an ideal vacation destination, to the most likely markets. The major objectives of our advertising are to:

- Attract attention of the prospect
- Raise the level of intelligent awareness of Ontario's attractions as a vacationland
- Accomplish these objectives with cost efficiency

We want the prime prospects to think of Ontario as a first-class vacation destination—easy to reach, rich in natural beauty and resources as well as sophisticated urban pleasures and entertainment. Ontario's pageantry and colour, history and culture, offer a great choice of lively and exciting things to see and do in cities, town and rural areas . . . as well as an unspoiled outdoors, where visitors and vacationers can enjoy one of the world's most attractive natural environments and an abundance of wildlife, fishing, boating, hunting, camping.

Our advertising strategy, based on continued evaluation of our objectives and our markets, ha been to increase the use of selective spot television as the major medium in 1970.

Making television the primary medium was based on several considerations:

1. The principle of concentration in one medium is desirable, until advertising schedules in a medium have reached proportions where optimum reach and frequency limits against prospects have been reached.
2. Viewing Ontario's advertising budget in the total framework of advertising provided by the Canadian government, television usage added greater dimension to the depth of sell. The Canadian Government Travel Bureau has made heavy use of national and regional magazines.
   Further, the heavier weight of the advertising was being delivered to an up-scale, affluent market—the base of the population making up the current long-term visitors to Canada. Television offered an opportunity to broaden the base of exposure to a mass audience not reached as frequently by magazines.
3. To develop these new markets entails not only coverage, but an intrusive frequency of exposure which will generate an active awareness of Ontario versus other travel destinations.
4. Television's advantage of visual and audio presentation offers an opportunity to intensify a "capsule vacation" presentation of the Province, with motion, sound, sight and colou especially suitable for travel promotion.

Our TV advertising was aimed at those areas of the United States which represent the greatest potential for travel to Ontario—the heavily populated North-Central and North-Eastern States, encompassing New York, New Jersey, Connecticut, Massachusetts, Pennsylvania, Ohio, Michigan, Wisconsin, Indiana, Minnesota, Illinois, Maryland, and Washington, D.C. Fifty-eight TV stations in 23 U.S. markets carried Ontario Tourism commercials in late Spring, early Summer.

All-Season Promotion

An important objective in the Department's advertising strategy is to expand the awareness of Ontario as an all-season vacationland with prospects whose inclinations and interests are not oriented solely to spring and summer vacations and who prefer touring when highways and resorts are less crowded.

A fall television campaign was initiated in September, 1970, featuring the fall colour and fun activities of autumn vacations in Ontario. These commercials were scheduled in five U.S. markets: Detroit, Cleveland, Buffalo, Rochester, Syracuse.

Winter sports and activities comprise a rapidly growing market offering greater potential each year for tourist development. To further the impact of our all-season promotion, two new commercials were created—featuring skiing, winter carnivals and activities, and these were programmed into the markets of Detroit, Cleveland, Buffalo, Rochester, Syracuse and Minneapolis/St. Paul.

Advertising Strategy in Canada

Our media objective was to provide coverage of specific areas in Canada: Toronto, Montreal and Winnipeg, and to provide concentrated coverage of prospective tourists within these areas. Television provided total penetration in each of these areas, and the U.S. television campaign in border areas such as Detroit, Buffalo, Rochester and Syracuse effectively complemented the Canadian campaign.

The spring, summer and fall campaigns were promoted on TV stations in Toronto/Hamilton, Montreal and Winnipeg. The winter campaign was featured in the Toronto/Hamilton market, while the skiing commercials were featured in Toronto/Hamilton and in Winnipeg, to promote skiing in northwestern Ontario.

The Creative Appeal of Tourism Advertising

The dynamics of television enabled us to convey vivid and memorable impressions of Ontario, to give our prime tourist prospect a series of inviting 60-second "mini-vacation" experiences covering the entire province.

The basic creative strategy was designed to communicate seven distinct yet interrelated impressions of Ontario:

Fun and Water—depicting the abundance and diversity of water in Ontario . . . splashing fountains, rippling streams, cascading waterfalls, exciting water sports, tranquil water recreation.

Fishing and Outdoors—appealing to the sportsman prospect with a demonstration of the variety of activities available; the abundance of lakes and rivers, streams and forests, good roads and trails, shore dinners over an open fire.

Attractions and Activities—Places to go and things to see and do; from natural wonders to cultural attractions, historic landmarks to the world's finest participating Science Centre.

Magical Feelings—a concept designed to appeal to people's desire to get away from the pressures of modern life, to a feeling of freedom in Ontario's outdoors, in the uncomplicated days and magical feelings of childhood.

Autumn in Ontario—two commercials giving visual evidence of the glorious autumn colours and ideal weather awaiting the fall vacationer, along with the colourful activities of rodeo, fall fairs, and sportsmen's interests.

Winter Activities—featuring Ontario as a winter playground for skiing, snowmobiling, skating, ice-boating, ice fishing, winter carnivals . . . and depicting the good facilities and accommodations available.

Skiing—designed to appeal to the serious ski enthusiast.

Magazine advertising

To reach the sportsman interested in fishing and hunting, full colour pages were placed in the top outdoors magazine in the United States.

This campaign supports the efforts of the individual operators of hunting and fishing lodges, members of Northern Ontario Tourist Outfitters who place their own ads in the magazine giving specific details of their facilities.

Another special advertising campaign has been appearing in literary magazines. This campaign, featuring people deeply involved with Northern Ontario, is designed to reach an important selective segment of our potential market—the affluent, sophisticated vacationer. The people of Northern Ontario, photographed in their natural habitat by world-famous Yousuf Karsh, include conservationists, geologists, miners, guides, railroaders and prospectors.

The calibre of response to this campaign is a reflection of its effectiveness, both in content and the media used. Enquiries and letters have been received from almost every state in the U.S., and many from abroad, from people in high levels of government, business, science and education.

Co-operative Advertising

In 1970, the Department joined in co-operative campaigns with other tourism jurisdictions to broaden the impact of our advertising in prime marketing areas.

1. The Province of Quebec Department of Tourism, Fish and Game, in a campaign featuring the "Heritage Highways" vacation route from Niagara Falls to Gaspe. This campaign, designed to stimulate travel in the two provinces, appeared in Canadian media:
   a) A special 16-page booklet, in English-language and French versions, was used as a supplement in Weekend Magazine and in Perspectives.
   b) Radio spots on a broad list of Ontario and Quebec stations, in English and French.
   c) Television commercials, in English and French, on stations in Ontario and Quebec.
2. Northern Great Lakes Area Council (NORGLAC), a co-operative tourism council comprising Ontario, Michigan, Wisconsin and Minnesota, have combined efforts the past few years in an advertising campaign aimed at the midwestern and southern states, promoting travel to the Great Lakes area on "the route of the voyageurs". In 1970, this campaign used the medium of television, featuring an adaptation of the Ontario Tourism "Fun and Water" commercial.
3. Some 12 regional tourism councils took advantage of the co-operative advertising program offered by the Department using newspapers, radio and TV in both the U.S. and Canada.

Special Campaign

In an attempt to meet the problem of unfavourable publicity rising out of reported mercury contamination in a number of Ontario lakes and rivers and to counteract misconceptions concerning the scope of the contamination, and its adverse effect on tourism in the affected areas, the Department in co-operation with Lands and Forests undertook a comprehensive public information campaign:

1. Advertisements were inserted in daily and weekly newspapers in Northwestern Ontario and Southwestern Ontario, for a period of three weeks in June.
2. A special radio message from the Minister of Tourism was broadcast over radio stations in the affected areas. A number of stations adde free spots to the paid schedule, as a public service.
3. The Department's regular television advertising schedules were increased by 50 per cent in the area from Winnipeg through the north-central U.S. and east to Cleveland.
4. Reprints of the larger advertisement were sen to all Tourism Information Centres, resort operators, license bureaus, LCBO stores, Lands and Forests offices, Post Offices, and retail outlets with requests that it be prominent displayed in windows and on bulletin boards. Many of these posters remained displayed in retail outlets until late fall.
5. News releases and statements were distribute to the Outdoor Writers of North America, and to media throughout Ontario. These releases described the waters where 'fishing for fun' was permitted, and indicated the vast numbe of lakes and rivers where "fishing as usual" could be enjoyed.
6. A statement on availability of good accommodation in fishing areas was distributed to information centres, offices of the Canadian Government Travel Bureau and other information centres.

Advertising Awards

In 1970, the Department's TV commercials won three international awards.

At the International Film & TV Festival of New York, one of the most respected festivals in the industry, a Silver Medal was awarded to Ontario "Autumn Leaves" spot, and a Bronze Medal to the "Fun-Filled Waters" commercial. These were in competition with 1080 commercial entries.

The Chicago 1970 International Film Festival awarded a Gold Hugo to the series of three commercials: Fun-Filled Waters, Fishing & Outdoors, and "Magical Feelings". The Chicago Festival brings together a diversified collection of motion pictures, feature films, short subjects, TV programs, commercials, industrial and educational films. Only 10 Gold Hugos are awarded in total, and the Ontario Tourism entry was rated tops in its category — which included competition from more than 200 foreign entries.

Audio-Visual Presentations

The Department has been active in 1970 in the preparation of a number of audio-visual presentations, employing sophisticated techniques incorporating film, slides, TV commercials and

speeches.
These presentations have been made to large groups—business and professional organizations, conventions and regional tourist councils.
One audio/visual presentation has been designed for adaptation to filmstrip, as a portable educational tool, for use in briefing travel counsellors in automobile clubs, oil company travel offices and government travel information offices.

Publications

Publication number one tells the Ontario vacation story in broad terms. It deals in non-specifics. However, it does an excellent job of determining those vacation areas prospective tourists will visit. By means of a check-off postal reply card in this publication, we are able to follow up and again present prospects with detailed information on the areas of their choice.
Designed and produced in 1968, the book has won industry-wide acclaim. Even more important, it won greatest recognition and congratulations among those for whom it was designed—our potential tourists.
Our route publications recognize the fact that Ontario is too vast and too diversified for complete travel coverage by visitors during any one year's vacation period. The likelihood of a tourist visiting such diverse points as Kenora and Kingston during one holiday is small. Ontario's route books solve this problem. The five route books cover the five major vacation areas. Land Between the Lakes deals with south-western Ontario; Wilderness Way of the Voyageurs with the northwest; Trail to Arctic Tidewaters with the northern section to the shores of James and Hudson Bay; and Champlain Country covers the southeastern section and the Ottawa Valley. Heritage Highways, published jointly with the Province of Quebec, highlights tourist attractions across the southern section of Ontario.
Ontario's special interest publications are designed to capture the tourism market in specific fields. Ontario Hunting, Ontario Fishing, Ontario Flying, Historic Ontario, Rocks and Minerals—each of these books falls into the specialized interest category.
As new vacation trends develop and become widespread, additional specialized publications may be added, as in the case of snowmobiling in 1970.
The facilities publications, compiled and distributed purely as a service, are solely to provide information. Ontario Travel Facts, Where to Stay, Ski and Snowmobile Facilities, Ontario Campsites, Coming Events, and Marine Facilities and others present factual information, usually in list form.

Additional Branch Services

The Branch initiated a policy in 1968 of providing creative assistance to local tourist associations and councils with their promotion and literature. The service was again available in 1970, and has proved increasingly popular. Design and copy assistance are provided by the Department for tourist councils and associations. Design assistance, provided on request by the Branch includes such promotional material as folders, brochures, logos, corporate identity programmes, co-operative advertising layouts, etc.
By providing creative copy and/or design assistance and drawing on the resources of the photo library, the Branch has helped to upgrade the standard of tourist literature within the province during the past year.

Publicity Branch

Press Relations Section

The prime function of this section is to establish a direct and continuing contact with the daily and weekly press, special-interest magazines, company house publications, outdoor magazines, and radio and television. It is responsible for, among varied other activities, a comprehensive program to encourage all media to support the Ontario tourist industry through travel, outdoor news page articles and broadcasts.

Today, every major newspaper, and many of the smaller ones, devote considerable space to travel and outdoor recreation, both to earn advertising revenue and as a service to their readers. But not all travel editors have the budget to fill their pages with purchased, freelance articles, and this leaves the door open to astute government tourist offices and other organizations connected with travel capable of producing professionally-written material.

Unless the material is geared to the times, is well presented and is accompanied by good quality photos, it stands little chance of getting into print. Prime marketing areas must be taken into consideration. So must the seasons and the travel habits of readers in given areas. Indeed, keeping Ontario in the travel spotlight, in the face of fierce competition from other vacation areas, could never be achieved without a well-timed distribution of articles on carefully chosen subjects.

The Press Relations Section continues to meet this challenge. Even without supporting advertising copy — and in Ontario's case tourism advertising is now in television — we still are able to get our stories in print in publications both big and small. While most of our stories promote the Ontario summer, we also stress Ontario as a year-round, four-season vacationland. Distributed before the arrival of spring are articles on such events as Ottawa's Tulip Festival and the annual Blossom Festival on the Niagara Peninsula. In fall, the emphasis is on fall foliage tours through Muskoka, Haliburton and areas farther north, fall agricultural fairs, and the big Royal Winter Fair. Next come articles featuring Ontario's 100-plus ski areas, snowmobiling, ice-fishing and winter carnivals.

To achieve the optimum in story and pictorial exposure the section long ago discovered that the "rifle" rather than the "shotgun" brings far greater results in story placements. Moreover, it discovered that to send out stories too frequently not only divests them of news value but creates a nuisance value with editors. To overcome these problems we divide our overall mailing list into special segments.

One segment comprises the 560-member Society of American Travel Writers, representin North America's big circulation newspapers, international magazines and auto clubs. Anothe is composed of some 500 U.S. daily newspape within Ontario's prime tourist market — from the mid-west to the Atlantic Seaboard and south to Kentucky. The Ontario list of dailies and weeklie radio and TV stations is supplied with releases on a regular basis. There is also a Canada-wide list. Finally there are more than 1,200 U.S. and Canadian trade (special audience) publication whose combined circulation far exceeds that o all daily newspapers in North America.

To reach the latter, a special service was begur by this section in 1967 which is unique in North America, if not the world — a catalogue of Ontar travel and outdoor stories called SYNOPSIS. Not only have trade papers been supplied with this aid, but all Ontario weeklies and hundreds of their U.S. counterparts as well.

The "Summer, 1970" edition of SYNOPSIS was distributed last February to 1,216 such publications and offered six illustrated stories: Lions in Ontario, Ontario Science Centre, Ontario's Huronia, Ontario's Mennonites, the Thousand Islands and Ontario Camping. Response to this issue was the highest to date, with 131 reply cards seeking a total of 473 copies of stories.

Owing to the high cost of clipping services, particularly in the U.S., the section has devised other means to determine how our regular distribution is being received. One of the most successful ways is to invite readers of publishe stories to write the Press Officer of this section for additional information. Not only is the numbe of responses gratifying, but the post marks on the letters provide clues as to which publicatior carried the stories. Particularly enthusiastic replies resulted from our annual ski roundup story which offered in the footnote a free copy o our Winter Funland brochure. Before the year ended some 400 requests for this booklet were received.

Bringing travel writers in groups to Ontario for conferences and tours is another important function of the Press Relations Section. In 1970 a party of some 40 members of the Central States Chapter of the American Travel Writers was persuaded to hold its June meeting on Manitoulin Island. The chapter represents 16 states, from Minnesota to Texas, and delegates also participated in a post-convention tour to Sault Ste. Marie for an excursion on the Algoma Central Railway to Agawa Canyon and an

overnight at a fishing camp at Batchawana Bay.
Maintaining a favourable relationship with the Society of American Travel Writers is a top priority responsibility. In this regard, it should be noted that the Publicity Branch's press relations supervisor was appointed in 1969 as editor of The Travel Writer, the Society's official publication, and was asked again in 1970 to serve in 1971.
Our Outdoor Writer accompanied several outdoor writers and photographers throughout the province. As a result of these trips, Argosy Magazine has published a moose hunting story; Outdoor Life is soon to publish a pike and walleye fishing story and several newspaper articles have been printed on such items as the Rockton Lion Farm and Toronto to Moosonee by train.
The Manchester Guardian will soon print, with photos, a story of a canoe trip through Algonquin Park. Guns & Ammo Magazine and American Sportsman Magazine are preparing moose hunt stories for 1971 publication.
The outdoor writer went on several trips during the summer and fall to assist a film crew in the filming of two sequences for the department's new film "Gone Fishing".
During the year the outdoor writer helped promote the province's outdoors by participating in radio programs, both in Canada and the U.S.

Photographic Section

During the year branch photographers were on assignment in N.W. Ontario, N.E. Ontario, Algoma, S.W. Ontario, S.E. Ontario, Ottawa Valley, Muskoka, Haliburton, Land O'Lakes, Kawarthas, Huronia, Parry Sound and Niagara Peninsula.
Winter photography included Collingwood ski areas, Beaver Valley, Huronia ski area, Thunder Bay and Devil's Glen.
Special winter events comprised the Canadian Ski Instructors' Alliance ski school in Muskoka, Thunder Bay winter carnival, Peter Campbell trophy race, Barrie winter carnival and Pembroke winter carnival. Other events covered included the Elmira Maple Syrup Festival, Niagara Blossom Festival, Ottawa tulip festival, Maxville Highland Games, Water Ski championships in Milton, Cobourg horse show, Fall Fair—Bolton, Muskoka Color Cavalcade, Niagara grape festival and Oktoberfest—Kitchener.
A total of 2,411 negatives and 5,401 colour transparencies were filed.

Special Promotions Section

The biggest project in which this section was involved during the past year, was the "Today" show production of the National Broadcasting Corporation's news department.
This program, reaching an estimated audience of 3½ million, originated one day from Ottawa and two days from Toronto, plus a brief visit to the Stratford Festival Theatre.
Arrangements were worked out with the co-operation of the Canadian Embassy in Washington, several Federal government departments, the Convention and Tourist Bureau of Metropolitan Toronto and this Department. The Dempsey Canadian Newsletter reported that "rarely has Canada enjoyed such tremendous national television coverage in the U.S.". The NBC advised that the Canada programs generated a considerable amount of mail, better than 80 percent of it favourable.
Other special promotion projects are listed in the Appendix.

Film Print Purchases

During 1970, 299 film prints were purchased: 89 for the Department library, 133 for the National Film Board, 64 for Modern Talking Picture Service, and 13 for Columbia Pictures of Canada. Although no new titles were released this year, two films, ONTARIO A LA CARTE and GONE FISHING are in the final production stages and will go into distribution early in '71.

Two new programs were initiated in the film section in 1970: first, prints of the Department's award winning films MINAWANAMUT and WINTER POTPOURRI were placed in theatres in the U.S. and Canada. And, three department titles were versioned into French; a special mailing piece was prepared and sent to the 356 French schools in the province, as well as to those on the Department's general mailing list. Generally groups visiting Upper Canada Village, Fort Henry and Sainte-Marie among the Hurons are interested in seeing a film about the particular site they are to visit. Therefore, quantities of the Department's film catalogue have been sent to these sites.

In co-operation with the Canadian Government Travel Bureau, Mohawk Airlines and the Hartford Times, the Department presented an Ontario Film Night in Hartford, Connecticut last spring.

To supplement the promotional programs in Europe being undertaken by our recently opened office in London, England, nine Department titles were forwarded to this office.

Damaged prints which have been withdrawn from the department library have been, and will continue to be, forwarded to community colleges for use in their film courses. Also, prints of the Department's commercials and TV promos are used by these colleges as teaching aids in the film courses.

We continued to provide films for the Department of Lands and Forests' summer parks programs.

Information Branch

This branch is the travel counselling arm of the Department. Its task is to convert prospects into tourists through a personalized communication approach that embraces face to face counsellin in major travel and sport shows in our market areas, replying to mail and telephone requests for tourist information and assisting other travel organizations to promote Ontario as a holiday destination. Counselling is supported by the bulk distribution of Ontario promotional literatur

In addition, this year the branch has initiated a program of Ontario Tourism promotion in the U.S and European markets through the travel trade designed to encourage the establishment of package tours and special group interest programs.

With the establishment in 1970 of an Ontario representative in Ontario House, London, England, contacts with tour wholesalers, tour operators, bus lines, airlines and C.G.T.B. office are now being encouraged to promote Ontario in their tour programs. This representation covers the U.K. and Western European markets.

In the U.S. market, the travel trade activity is expanded to include automobile clubs, oil company touring offices, newspaper travel bureaus and C.G.T.B. offices. Our purpose here is to promote and educate these outlets as to the potential available in the Province so that they will then be in a position to influence their own clients. This year the program included persona calls on the travel trade in 17 different cities, a mailing program of Ontario Travel News bulletins, introduced last year, and a plan of familiarization tours for travel trade personnel.

The Information Branch also plays an important role in the operation of the 37 Travel Information Centres in the Province. Its function in this regar is to set policy in matters relating to staff recruitment, training, job performance, and uniform standards of dress, building design and signs.

Information Services Section

This section is devoted chiefly to counselling by mail and telephone and to the bulk distribution of departmental literature.

Inquiry volume in 1970 was down due to the intermittent mail strikes which took place in mid-1970, but the Branch still processed approximately 200,000 mail and telephone inquiries.

The Inquiry List, a listing of specific interest inquiries from potential tourists, is produced and distributed daily to Regional Tourist Councils, Chambers of Commerce and establishment operators to assist them in attracting tourists to

their areas and/or establishments. The list is compiled from inquiries received in Head Office and from direct contact with the public at sport and travel shows in which the Department participates. There was a 29 percent increase, from 13,897 in 1969 to 18,305 in 1970.
Through the increased use of automated typing equipment in replying to specific inquiries, the Department personalizes replies and achieves a higher level of conversion from prospects to actual visitors. There was a 29 percent increase in volume of personal replies in 1970.
More than four million pieces of departmental promotional literature were distributed in appropriate quantities to tourist organizations in the United States and Canada. In Ontario, the Department's Travel Information Centres and the Regional Council or Chamber of Commerce information bureaus are the prime recipients of quantity allotments. In the U.S., Canadian Government Travel Bureau offices have top priority, followed by automobile clubs, touring services, transportation companies and travel agencies.

Travel Counselling Section

The Travel and Sports Show program provides the Department with a means of making direct personal contacts with those persons who might be assumed to be prime prospects. In 1970 counsellors staffed Ontario booths at shows in nine key cities: Dallas, Chicago, Milwaukee, Minneapolis, Des Moines, Cleveland, Kansas City, Cincinnati and St. Louis. Ontario winter vacations were stressed at Ski Shows in Detroit, Cleveland and Minneapolis. As a result of this program, a total of 16,806 prospects were counselled individually on the attractions of Ontario.
Direct travel counselling services to the U.S. public continued through our program with the Canadian Government Travel Bureau. In May and June, travel counsellors were assigned to C.G.T.B. offices in New York, Chicago, Detroit, Minneapolis, and Rochester for five to six week periods. Additionally, travel counsellors attended conventions in Michigan and Montreal to provide Ontario travel information for future Ontario conventions.
Within Ontario, travel counsellors assisted a number of visiting convention groups with travel inquiries. Counsellors were assigned to public counselling functions in Toronto newspaper travel bureaus and oil company travel offices. Supported by publicity from the publications, this service proved useful in encouraging Metro visitors and residents to visit other parts of the province.
At Queen's Park, Department travel counsellors conducted more than 56,000 visitors through the Legislative Buildings in 1,635 separate groups. As well, this section handled 232,457 queries for Government Building information and supplied government information to visitors at the Canadian National Exhibition.

Travel Trade Promotion

This year, the Branch began a program aimed at developing more business through the travel trade in the North American market. Twenty trips were made covering the following cities; Cincinatti, Kansas City, Chicago, St. Louis, New York, Cleveland, Milwaukee, Dallas, Minneapolis, Des Moines, Atlanta, Rochester, Detroit, Buffalo, Pittsburgh, Philadelphia, and Washington.
The travel trade outlets visited fell under the following categories: automobile clubs, oil company touring offices, newspaper travel bureaus, tour operators, bus lines and airlines. The contacts established were important from a fact-finding, as well as a promotional, point of view; and as a result of what was learned, a mailing program directed at the travel trade was launched in the latter part of the year. Called "Ontario Travel Highlights" it draws attention to new literature, new attractions, coming events and tour routes, which would be of particular interest to the travel trade. Four mailings covered different types of outlets in the U.S.A. and Canada.

Travel Research Branch

Since its inception, Travel Research Branch has greatly increased the amount of effective data available concerning the tourist industry in Ontario and is continuing its up-dating of the type of information which has been found to be most useful to the industry and to the public.
The Department of Tourism and Information's Statistical Handbook, a summary of existing information, was up-dated from 1968 in 1970, providing new data on most aspects of tourism and recreation in the province.
A Short Economic Evaluation of Recreational Boating on the Trent-Severn Waterway was also prepared, up-dating an earlier report on this subject.
Two reports, A Survey of Tourist Establishment Occupancy, January and July, 1969 and A Survey of Tourist Establishment Occupancy, January and July, 1970 were completed this year. Information is obtained by means of a continuing randomly selected sampling of 10 percent of all Ontario tourist establishments. Results are being used increasingly by the industry in planning additions to the tourist plant.
Recreation and Community Development on the Canadian Shield Portion of Southern Ontario was a two-part study: first, to measure and interpret present conditions in selected Shield communities and second, to determine whether standards for a model recreation community would provide workable guidelines for change and improvements in Bala and in other existing or future centres in the Shield.
Volume I of this report—Concepts of a Model Recreation Community—indicated that although theoretical market demands are increasing, many existing communities appear to be stale-mated or declining. The Muskoka District, because of its topography and climate, shows great potential for year-round use.
Volume II—The District of Muskoka and the Town of Bala—reported a decrease of 10 per cent in the total number of seasonal accommodation units between 1963 and 1967, mostly in hotel and resort establishments. It recommended that an activity centre be developed through the creation of a pedestrian street along the lakeshore, including a reorientation of shops, and a waterski centre, as well as construction of a path system to enable visitors to view the natural attractions.
Fly-In Tourism in Northwestern Ontario covers an economic study of tourists travelling by aircraft to Northwestern Ontario. In 1970, 90 per cent of this type of visitor did not use any scheduled airline facilities, arriving by small private or chartered aircraft.

Marketing Studies

An Analysis of U.S. Auto Exit Studies, 1967 and 1968.
This report revealed the main characteristics o U.S. visitors who travelled to Ontario by automobile.
The States of New York, Michigan, Ohio, Pennsylvania and Illinois generated the most U.S. visitors to the province. The average incon of heads of households was $11,151 in 1967 ar $10,841 in 1968, and the largest occupation group was in skilled and unskilled labour.
With the exception of a large group of visitors i transit who used hotel or motel accommodatio most U.S. visitors staying overnight and whose destination was in Ontario, used cottages. Respondents staying more than 24 hours remained an average of 4.8 nights in 1967 and 4.5 nights in 1968.

Algoma Area Visitors Study
This survey of summer visitors to the Algoma Tourist Area revealed that seven out of 10 tourists were Americans, and that holiday pleasure was their main purpose for visiting the region.
Half of all visitors remained in the area at least one night, and hotels and motels were used equally as often as campsites for overnight accommodation.

Videotape Group Interviews with American Tourists Who Have Not Visited Canada
Interviews were conducted with residents of tw areas—Chicago and New York—to discover wh they had not considered Canada, or more specifically, Ontario, as a vacation destination. Both groups had a similar tendency of taking multiple vacations throughout the year. There was a lack of interest in Ontario as a vacation site in both groups, but for different reasons. Chicagoans, while definitely outdoor oriented, felt Ontario has little to offer from the type of vacation they could have in Wisconsin and Minnesota, where they usually travelled. The New Yorkers interviewed were more comfort-oriented regarding the kind of trip usually taken were vaguely aware of Ontario as being some-place cold, and were almost totally uninformed regarding recreation opportunities available in the province.

U.S. Market Penetration in the Metropolitan Milwaukee Area
This three-part study covered a period of five months and was designed to investigate the effect of two different levels of advertising on

he attitudes and behavior of Milwaukeeans. The study also investigated travel and vacation habits and attitudes, and past and future vacationing.

The study showed that the heavier level of advertising generated more actual vacationing in Ontario among Milwaukeeans in 1970 and also had a more favourable effect on the image of Ontario than did the normal rate of advertising. But the overall image of Ontario, although improved, still ranked behind that of four competitive U.S. vacation sites on an overall basis. Differences between the image of Ontario versus Minnesota, Michigan and Florida were marginal overall. Wisconsin enjoyed a clear-cut image advantage over the other four destinations. This is further reflected in actual behavior: better than half of Milwaukee families vacation in their own state of Wisconsin each year and the four-year trend shows a gradual increase.

Western European Travel to Canada and Ontario.

To assess the economic benefits to Ontario of this trend in travel, a report published in 1967 was up-dated during 1970. It was found that in 1969, 463,200 overseas visitors spent $113 millions in Canada, and of these, 193,900 visited Ontario, spending approximately $43.5 millions and generating an economic activity in the province of approximately $109 millions. Despite the distance in travel involved, overseas tourist expenditure in Ontario represents 8.4 per cent of the total foreign tourist expenditure in the province.

The Ontario Tourism and Outdoor Recreation Plan Study (TORPS)

The following Ontario Government Departments are represented in the interdepartmental Committee formed to prepare this Plan:
Lands and Forests, Parks Branch
Education, Youth and Recreation Branch
Municipal Affairs, Official Plans and Zoning Section Community Planning Branch
Treasury and Economics, Regional Development Branch
Highways, Traffic and Planning Studies Division
Tourism and Information, Travel Research Branch

Fifty-one major meetings have been held. A mathematical model of tourism and outdoor recreation user behavior through a systems approach is currently being developed. Through the Committee the Department contracted with consultants to develop a prototype version of the model. The contract was in two phases: (1) the development of the theoretical framework of the model and (2) the actual building and programming of the model. The Committee formed the TORPS Technical Sub-Committee from technically knowledgeable staff within the departments involved, to learn the model building process and give advice based on experience in tourism and outdoor recreation planning.

Phase I of the contract was ended with the publication of the following:

1. Tourism and Recreation in Ontario, Concepts of a Systems Model Framework,
2. Prototype Models Analysis, Technical Memoranda 1, 2, 3, and 4
3. Prototype Models Analysis, Technical Memorandum Number 5, Flow Maps and Historical Trends

To introduce interested persons to this work the Committee published:
Progress Report, Tourism and Outdoor Recreation Plan
Study: Executive Summary and Technical Summary.

The work of the Committee on TORPS is a successful example of an interdepartmental approach to an integrated research program in the increasingly important area of tourism and outdoor recreation planning.

Short Reports

A number of short studies were carried out by the Branch during the year, including:
Number of Tourist Arrivals at the Canadian Frontier, 1967-1968
Tourist Establishments Remaining Open for the First Time During Winter Months, 1968-1970.
Number of Visitors to Ontario and their Related Expenditures, by Vacation Area, 1968
Characteristics of Visitors to Northern Ontario, 1969
Ontario Travel Industry, Summer 1970
Ontario Travel Industry, 1970
Ontario Tourist Prospects for 1971

As well as regular mailing lists covering distribution of reports, Dominion Bureau of Statistics information, and other current data, approximately 3,000 individual enquiries were serviced by Travel Research Branch during 1970.

Planning and Development Branch

The role of the Planning and Development Branch is to assist and advise the tourism industry and other associated service industries toward their most efficient and effective development throughout Ontario. Our dynamic tourism industry is responsible for a significant share of the income and employment produced in the Province, particularly in the more underdeveloped regions.

State of the Industry in 1970

Uncertain economic conditions in Canada and the United States during 1970 contributed to a somewhat uneven rate of growth throughout the tourism industry in Ontario. The total travel spending is estimated to have increased modestly over the previous year's total of $1.7 billion. Most tourist establishments and recreational areas were able to report an increase in visitors, with business revenues equal to, or greater than, the previous year. A few localities faced special problems which adversely affected their tourism business.

Annual growth in the U.S. economy, the source of most of our foreign tourist dollars, declined from the 1969 level. The decline in profits experienced by many large manufacturing industries caused a curtailment in the travel-convention budgets of the industries. Increasing unemployment and major industrial strikes in the last year have also resulted in declining growth of visitors and their expenditures. The number of U.S. visitors increased only one to two per cent over the previous year. The freeing of the Canadian dollar in early summer served to increase the cost of Ontario travel very slightly for the U.S. visitors.

Other elements of the tourism calendar in 1970 also reflected the uneveness of the economy. Family vacationing and pleasure travel in the summer were up generally. Provincial Parks visitors and campers increased by more than 10 per cent. Winter recreational travel for snowmobiling and skiing continued to increase rapidly. Conversely, fall hunting activities declined substantially. Some northern tourist establishments suffered because of the discovery of mercury pollution in waterways in their localities.

Planning Services

The planning function of the Department has received increased recognition and emphasis over the last year. A major element of the planning function is involvement in, and consideration of the plans and activities of other departments and governments as they influence the tourism industry and recreation in the Province.

This Branch has taken part in the preparation of the tourism/recreation sections of the develo ment reports for the northwestern, northeaster and southern Ontario regions. These reports a a stage in the province-wide Design for Develo ment program. Members of the staff also serve on two interdepartmental liaison committees charged with refining and implementing regio development reports and plans. In addition, field staff serve on the interdepartmental Regio Advisory Boards in each economic region, in order to advise on the preparation of regional development reports and plans.

The Branch assists and advises other governm agencies regarding the tourism industry. Staff members serve on continuing government committees concerned with revisions of provincial legislation such as the Provincial Building Code and Hotel Fire Safety Regulatio Field staff assisted the Advisory Committee on Recreational Land use of the Department of Lands and Forests: this Committee holds a series of meetings throughout northern Ontario annually. The Branch reviewed a number of submissions of official plans and advised on th implications of the planning proposals for tourism and recreation development. It reviewe and recommended a number of adjustments to the new Tourist Industry Loan program adminis tered by the Ontario Development Corporation One member of the Branch continued a full-tim commitment to the Canada-Ontario Rideau-Trent-Severn Waterway Study.

During the year, Planning and Development contributed to a number of special projects carried on by the Department. These projects included the development of preliminary planning concepts for tourism in southern Ontario, the preparation of a marketing and development plan for the southwestern region and a review of the role and effectiveness of Regional Tourist Councils. Members of the staff took part in a Tourist Industry Seminar sponsore by the Department and undertook the preparatio of a report on these industry/government meetings. The Branch began a study of the expected impact of changes in the Municipal Act concerning local by-laws and licencing fee for private tent and trailer park establishments.

Advisory and Development Services

The provision of advice to operators in the tourism industry is a major continuing responsibility of the Branch. A large volume of persona enquiries and correspondence from the industr

and the public continued through the year. Some enquiries came from potential investors seeking information and advice on developing new tourist establishments and attractions. Other enquiries came from individuals and organizations already established in tourism, outdoor recreation and travel businesses. Their requests were for assistance and direction in obtaining funds to renovate or expand their business and for advice and help regarding problems in the operation and promotion of their establishments.

The Branch assists in the administration of Ontario Travel Information Centres and Highway 401 Information Centres. Staff also collect and compile data for the Department's accommodation and facilities listings. The advisory function of the Branch has also included counselling and co-operation with several community colleges and the Department of Education, for the establishment of training courses useful to individuals engaged in the tourism industry.

The Branch continued to serve in an advisory capacity in various craft programs and responded to numerous enquiries about Ontario souvenirs, arts and crafts. The staff assisted the Ontario Craft Foundation and other agencies in the development of the souvenir and gift industry in the Province. The Craft Promotion Program includes inspection and maintenance of displays in the Travel Information Centres and the provision of information for the Craft Directory.

The Branch took part in a review program of the series of semi-technical publications prepared by the Department as advisory material for tourist establishment operators. The development function of the Branch serves both the activities sponsored by private enterprise and also publicly-owned tourist facilities and attractions. Involvement in public developments in the past year has been primarily in the role of catalyst and advisor to Municipal Governments, citizens' groups and local agencies such as Conservation Authorities and A.R.D.A. (Agricultural Rehabilitation & Development Administration) Committees. These groups are encouraged to develop recreational and tourist attractions in their localities. The A.R.D.A.-sponsored Mount Madawaska project, a recreational complex which is under development at Barry's Bay, is an example of such a project.

Development of privately-owned operations was encouraged in 1970 through the previously mentioned advisory and consultative services, as well as in a more direct role. Staff appraised tourist establishment loan applications under the new loan assistance program for the tourist industry which is administered by the Ontario Development Corporation.

The Branch has also been called on during the year to appraise a number of projects for financial assistance under the Northern Airstrip Development program, administered by the Department of Transport. Staff also worked on a joint project, still underway, to prepare an air facilities inventory map for Ontario.

The Branch continued its activities in co-operation with the Department of Agriculture and Food and provincial farm organizations in helping to develop the new Farm Vacations program. Sixty farm families have taken part while four times as many are interested in joining the program.

Planning and Development administers the continuing programs of grants to Regional Tourist Councils. This program has been undergoing review by the Department and the Councils themselves, to determine its adequacy. Staff members also help the Councils in developing and promoting the tourism industry in their region. The information presentation, "Tourism is Everybody's Business", was prepared in 1970. This presentation is designed to encourage community support for Tourist Council activities, by pointing out the great economic benefits which a successful tourism sector produces for the community.

Regional Offices

Ontario is subdivided into six administrative regions, with a principal branch unit in each region. The regions are further subdivided under each regional unit into districts, with District Representatives and Tourist Industry Offices. The field staff assists and promotes the effective development of the tourism industry in their area. In addition to taking part in the various planning and development functions outlined previously, the six regional offices are responsible for the administration of the Department of Tourism and Information Act, 1966 and The Regulations under The Act. This includes the approval of plans for new tourist establishments, site inspections and the licensing of all tourist operations which come under the jurisdiction of this Department. Staff also work closely with officials of the Liquor Licence Board of Ontario (L.L.B.O.). Regional offices are also responsible for the administration of Travel Information Centres in their regions. Travel Information Centres give advice and information to the travelling public, maintain liaison with local tourist attractions and accommodation businesses and advise news agencies

and local committees developing and promoting tourism and recreation attractions.

Region	Regional Office
Southwestern	London
South Central	Toronto
Eastern	Arnprior
Central	Huntsville
Northeastern	North Bay
Northwestern	Kenora

Southwestern Region

This region, with District Representatives at Kitchener, Owen Sound and London, serves the following areas:

Kitchener – Counties of Haldimand, Brant, Norfolk, Oxford, Waterloo, Wellington, Perth and Huron

Owen Sound – Counties of Grey and Bruce

London – Counties of Elgin, Middlesex, Lambton, Essex and Kent

The regional establishment is also responsible for the Point Edward Travel Information Centre, two Travel Information Centres in Windsor and eight 401 Reception Centres.

The economic picture of the tourism industry in Southwestern Ontario was generally bright in 1970, although adverse publicity about mercury pollution affected some establishments and attractions along the shores of Lake Erie and Lake St. Clair. Motels in some urban areas, such as Brantford and Sarnia, also had only moderate success.

In Grey County, skiing continues to be a significant factor in the economy and promises to become more important as further development is undertaken. The 1969-70 winter season proved to be the best on record.

The three district units issued 883 licences for tourist accommodation establishments in the region during the year. This total included 39 new or reactivated establishments containing 764 accommodation units. Five hundred and thirty-seven counselling and inspection sessions were conducted with establishment operators during the year. Staff worked in close conjunction with the Regional Tourist Councils and the Co-ordinating Council throughout the year.

During the year, the region undertook a variety of additional projects. It reviewed the Niagara Escarpment Study report; arranged for a study of Pelee Island; conducted a study of Governor's Road; arranged for relocation of Blue Water Bridge Travel Information Bureau site; participated in development of Baldoon Settlement reconstruction proposal; conducted studies on the effects of mercury pollution, accommodations, marinas and campsites; conducted investigations of historic Paisley and Petrolia; proposed and designed a seminar on "Changir Patterns of Leisure"; and completed surveys of Midwestern and Essex County parks and beaches.

South Central Region

This region, with District Representatives in St. Catharines and Toronto, serves the following areas:

Toronto – Counties of Halton, Peel, York, Ontari Durham and Northumberland

St. Catharines – Counties of Welland, Lincoln and Wentworth

The regional establishment is also responsible for two year-round Travel Information Centres in Niagara Falls. Seasonal offices are also located at Fort Erie, Homer and four Highway 401 reception sites.

Within the region, the Metro Toronto area reported a marked increase in tourist expenditures during 1970. Total visitor expenditures are estimated to have increased by seven per cent to a total of $172 million. The building boom in hotels and motels continued, with 532 new units introduced during 1970. Occupancy rates at 72 per cent over the year, were slightly higher than the previous year. Room sales revenue increased by 9.5 per cent as some rates were revised upwards.

The Niagara area represents another major tourist attraction centre in the region. This area experienced a successful year for tourist operations. The demand for tent and trailer park facilities continues to exceed the supply. There were 743 licences for tourist establishments issued in the region during the year. This total included 14 new or reactivated establishments containing 283 accommodation units, of which 115 were tent and trailer campsites.

Three hundred and thirty-five resort counselling and inspection sessions were conducted with establishment operators during the year in the South Central region. The two year-round Travel Information Centres in Niagara Falls reported an increase of more than 70 per cent in visitors.

Four Regional Tourist Councils are operating in the region: Great Pine Ridge Regional Tourist Council, Lake Simcoe Regional Tourist Council, Metropolitan Toronto Regional Tourist Council and the Niagara-Iroquoia Regional Tourist Council. More than 200 meetings of Regional Tourist Councils, area associations, chambers of commerce and town councils were attended by staff to advise and inform the groups on the

benefits of tourism.
Staff of the region undertook the collection of statistical data on the following: occupancy surveys, ski and snowmobile facilities and marina facilities. Consultations and co-operation with municipal officials and Department of Health officials continued.

Eastern Region

This region, with District Representatives in Lansdowne and Arnprior, serves the following counties:

Lansdowne — Counties of Glengarry, Stormont, Dundas, Grenville, Leeds, Frontenac, Lennox and Addington, Prince Edward and parts of Lanark and Hastings.

Arnprior — Counties of Renfrew, Carleton, Russell, Prescott and parts of Lanark, Hastings and Nipissing

The regional establishment is also responsible for Travel Information Centres at Cornwall, Lancaster, Hawkesbury, Johnstown, 1000 Islands Bridge, Hill Island, Pointe Fortune and 401 Reception Centres.

The tourism trade continued good over the year. Visitor attractions reported excellent activity. Kingston, Cornwall and Brockville hotels and motels reported capacity bookings during the summer months. Visitors to Upper Canada Village increased by more than six per cent over 1969. The number of campers visiting the region continued to increase. Bridge crossing points and Information Centre registrations increased over the previous year.

Motel and cottage construction showed increased activity. New attractions in the region include the Mount Madawaska four season recreation complex under development and the Calabogie Peaks ski resort. Planning continued in the feasibility of a historic "Timber Town" development in Renfrew County. Regional staff were also involved in discussions on the Ottawa Valley Parkway and Opeongo project proposals.

Assistance was provided for the A.R.D.A. project to obtain the abandoned Kingston-Pembroke railway line from Snow Road Station to Calabogie and convert the right-of-way to a recreation "road".

There were 50 new or reactivated licences for tourist establishments issued by the districts during the year. These establishments provided 838 additional accommodation units. Total value of new construction and additions in 1970 exceeded $1.3 million.

Staff continued to advise and work with the Regional Tourist Councils and the Co-ordinating Council in planning and promoting tourist activities and recreational attractions in the region. Tourist Councils in the region include: the Upper Ottawa Valley, Madawaska Valley, Rideau Lakes and 1000 Islands, Capital Region, Lower Ottawa Valley, Seaway Valley, Land O'Lakes, Quinte Isle and Highlands of Hastings Regional Tourist Councils.

Other activities in which Regional staff were involved include the following: opening of the Travel Information Centre and Museum in the renovated Blackburn Mill at Hawkesbury; development of "New Travel Horizons in Education" seminar sponsored by the Eastern Ontario Co-ordinating Council; conducted the first Eastern Ontario Travel Counsellor familiarization tour; the planning and presentation of seminars on tourism at several community colleges.

Central Ontario Region

The region, with District Representatives in Huntsville, Orillia and Peterborough, serves the following counties:

Huntsville — County of Haliburton, District of Muskoka and Algonquin Park

Orillia — Counties of Simcoe and Dufferin

Peterborough — Counties of Victoria and Peterborough

The regional establishment is also responsible for the Barrie Travel Information Centre on Highway 400.

American plan resorts, motels, retail stores, gas stations, and liquor stores reported general increased business above that of 1969.

Licences were issued to 54 new or reactivated tourist establishments by the district offices during the year. These establishments provided more than 1,000 additional accommodation units. Total value of new construction, additions and reconstruction in 1970 exceeded $2 million.

Winter sports, skiing and snowmobiling, has become a major attraction here. The winter ski reporting service continued to provide up-to-date, accurate information on ski conditions, snowmobiling and winter events. The system provides daily ski reports to radio stations, T.V. stations and daily newspapers. The information service is provided through the Travel Information Centre. The service was extended during the summer and fall seasons to provide travel information, special events, colour changes, etc.

Assistance was provided to over 25 tourist operators in their applications for financing to various lending agencies. Loans totalling over $200,000 were obtained from the Industrial

Development Bank by tourist operations. One loan for $50,000 was obtained from the Ontario Development Corporation.
During 1970, staff provided organizational, promotional and advisory services to four regional tourist councils, Chambers of Commerce and other tourism groups. The region administered the departmental grants to the Haliburton Highlands Regional Tourist Council, the Muskoka Tourist Association, the Kawartha Lakes Tourist Association and the Huronia Tourist Association. The Co-ordinating Council of Central Ontario was formed with assistance of the staff of the Region.
The Barrie Travel Information Centre provided travel counselling and information to over 29,000 parties who visited the Centre. The Centre produced and directed a weekly half-hour travel show on Barrie T.V.
Staff undertook a number of surveys and research projects including: accommodation occupancy surveys; facilities surveys of marinas, campsites, convention sites, ski resorts and snowmobile parks; preparation of lists of coming events, historical points of interest, antique and craft shops; preparation of a market potential report on Muskoka; inventories of recreational resources for four vacation areas; and a special report on Wasaga Beach tourist accommodations.

Northeastern Region
The region, with District Representatives in North Bay, Parry Sound and Sault Ste. Marie, serves the following counties:
North Bay — District of Temiskaming and parts of Nipissing, Cochrane and Algoma
Parry Sound — District of Parry Sound and part of Nipissing
Sault Ste. Marie — Districts of Algoma (part), Manitoulin (part), and Sudbury (part)

The regional establishment is responsible for the Travel Information Centre in Sault Ste. Marie. This year-round operation recorded the heaviest registration growth to date, with an 11.5 per cent increase over 1969 visits.
Business was reported as generally very good throughout the region, with many areas reporting 100 per cent occupancy in motel establishments and top quality cottage accommodations. Reports on campers and mobile homes using Provincial Parks reveal an average increase of 36 per cent over the 1969 seasons. This trend was reflected to a lesser degree in the privately-owned campsites.
The continued increased use of the snowmobile has been a primary factor in establishing a winter tourist business in the region. The development of snowmobile parks and trails ha influenced some tourist establishment operator to winterize their accommodations. This has resulted in an increase of 24 establishments to year-round business.
Construction of new establishments, primarily ir motel and campground facilities, was valued at more than $1.1 million. Licences were issued by district offices to 34 new or reactivated tourist establishments during the year. These establishments provided more than 550 additional accommodation units in the region. More than 1,300 operator counselling and inspection sessions were carried out in 1970.
Promotional activities in 1970 included the presentation of four-season hospitality program at Provincial Parks, arrangement of co-ordinated bus tours sponsored by tourist associations, as well as other organizational assistance and promotion to tourist associations involved in winter carnivals and other special events and attractions. There are nine regional tourist councils located in the region.
Staff worked on the promotion and establishmer of man-made attractions such as the Trappers' Museum at Callandar, the Pioneer Museum at Loring and the restoration of the old Power House in Magnetawan. Liaison and co-operative action with other government departments and agencies continued to occupy a large part of the work load. The system of securing water samples was continued in co-operation with the local Department of Health laboratories.

Northwestern Region
This region, with District Representatives in Kenora and Thunder Bay, serves the following areas:
Kenora — District of Kenora, Patricia and Rainy River
Thunder Bay — District of Thunder Bay and part of Cochrane
The regional establishment is responsible for Travel Information Centres at Kenora, Fort Frances, Rainy River and Pigeon River. The Centres recorded an increase of more than three per cent over 1969 in the number of parties serviced.
In general, 1970 was a very good tourist year for the region, except for areas affected by mercury pollution problems. Roadside establishments and retail outlets reported increased business during the summer season. Conversely, hotels in Thunder Bay reported a decline. Winter business was good as a result of the success of the ski package promoted as "Thunder Country".

A new ski area in Nipigon was opened. Development of ski resorts such as Candy Mountain at Thunder Bay continued.

Many complaints were dealt with, mainly concerning conditions at outpost and tentsites. These are increasing each year and present a problem to the field staff. In addition, sports and ski shows were staffed by the district and numerous conventions, meetings and conferences were attended.

Advice and consultation was carried on with tourist associations, regional councils, chambers of commerce and other organizations. Recommendations from these groups contributed to changes regarding Department of Transport regulations governing U.S. charter airline operations

Licences were issued by district offices to 21 new or reactivated tourist establishments in the year. These establishments provided more than 200 additional accommodation units in the region. Construction of new establishments plus additions and reconstruction activity was valued at more than $1 million in 1970.

Huronia Historical Parks Branch

The Huronia Historical Parks Branch administers three Heritage Projects in one of the cradles of Ontario history — Huronia (or Simcoe County) in the southeastern Georgian Bay region. During the last seven years, three of the major sites there have been developed by the Ontario Government to interpret the more than three and a half centuries of human history since the first Europeans penetrated Huronia to establish the most remote outpost of Nouvelle France. These Heritage Projects are:

- Re-creation of Sainte-Marie among the Hurons (1639-1649), on highway 12 east of Midland; this is the original site of Ontario's first European community and the central residence for six of North America's eight French Jesuit martyr saints.
- The Museum of the Upper Lakes, opened in 1969 in the former Department of Lands and Forests' Park on Nancy Island in the Nottawasaga River at Wasaga Beach; this preserves the lore of 300 years of navigation, including the hull of the last British vessel on the Upper Lakes during the War of 1812-14 — the Nancy, which created her own memorial there.
- Partial restoration and reconstruction of the British Naval and Military Establishments (1814-1856) at Penetanguishene; this is the original site of the British Empire outpost created to guard Upper Canada (Ontario) against attack from the north after the War of 1812-14 with the United States.

Since these Heritage Projects were started in 1964, the Government has been advised by the Huronia Historical Development Council. Chairman is William H. Cranston, of Midland; members of the committees are: D. Carlton Williams, President and Vice-Chancellor, University of Western Ontario, London; Dr. R. N. Shervill, Executive Assistant to the President, University of Western Ontario; Dr. W. Wilfrid Jury, Honourary Curator, Museum of Indian Archaeology and Pioneer Life, University of Western Ontario; Rev. Angus J. Macdougall, S.J., director of the Martyrs' Shrine, Midland; and Rev. Vincent J. Jensen, S.J., Chairman, History Department, St. Paul's College, Winnipeg, Man. Dr. Jury, who directed the Sainte-Marie reconstruction and the partial re-creation of the Establishments, was honoured with an honourary Doctor of Laws degree at the autumn convocation of the University of Western Ontario.

Two historical links

During the year, Sainte-Marie among the Hurons (1639-1649) served as the inspiration for two

new historical and cultural links between Quebec and Ontario.

The first was revealed at Montreal in June by the Prime Ministers of the two provinces: a giant, co-operative research project to find and honour the descendants of the laymen who built and lived in the earliest European community in Canada's interior. The second was announced at Montreal, too, in November during a Quebec-Ontario conference on Heritage Highways: the Sainte-Marie Prize in History to strengthen the historical record of Canada's formative years.

During their inaugural meeting, Prime Minister John P. Robarts and Quebec's newly-elected Prime Minister Robert Bourassa disclosed their common policy to honour potentially hundreds of thousands of living progeny of the 47 identified laymen at Sainte-Marie.

First recipients of the seventeenth century French-language certificates were six residents of Quebec and one of Ontario. The Descendants Committee has certified already more than 200 individuals in Quebec, Ontario and the New England States and another 100 names are being researched. Results have expanded the historical record of the era as additional laymen have been identified as residents of Sainte-Marie and the genealogical relationships of others there have been clarified.

The Committee comprises genealogists, archivists, historians and related authorities representing the governments of Quebec and Ontario; the secretary is Roland-J Auger directeur genealogiste, Archives Nationales du Quebec.

French Canada's largest bank, La Banque Canadienne Nationale, joined the two governments as an active partner, undertook a communications program and made available information and application forms at all its branches.

The Honourable James Auld announced the Sainte-Marie Prize in History during a Montreal conference with Mme. Claire Kirkland-Casgrain, Quebec Minister of Tourism, Fish and Game, to accelerate interprovincial travel by expanding the Heritage Highways program.

When the quality of the submissions warrants, the $1,649 prize will be awarded annually by a jury of United States and Canadian scholars for excellence in original research and interpretation of seventeenth century Canadian history and contemporary environment affecting the nation's development.

The prize incorporates a publishing program in addition to the cash award of an amount commemorating the year that Sainte-Marie was fire by the Jesuits. It is open to people of all nationalities writing in English or French. All submissions will be retained in the Sainte-Marie archives for research purposes.

Other activities

The Interpretative Museum, scheduled to open in 1971, is the third stage of Sainte-Marie I. Through modern museum technology, the use o light, sound and smell, artifacts and documents the major galleries will put Sainte-Marie I into it broadest context: the international community of nations of the seventeenth century, the politic religious, economic and other factors which compelled men to seek the Orient in the west and which led ultimately to the founding of Sainte-Marie I.

During the last seven years, more than 700 tool implements, furnishings and utensils have bee assembled at Sainte-Marie I: artifacts excavate from the site; acquisitions of the period from France; and replicas fashioned by Ontario craftsmen.

Notable additions in 1970 were 20 blankets, researched and created by the Ontario Handweavers and Spinners, devotees banded together to preserve those pioneer skills. Miss Minerva Shantz, of Kitchener, wove 16 woolen blankets in plain and twill and heavily filled and napped on one side and four catalognes from dull-coloured wool rags.

Another admirable contribution is a herb garde started in 1970 and cultivated annually in the Christian Indian compound by members of the Midland Horticultural Society. Historians recorc that these annual, biennial and perennial plants were used there in the seventeenth century by the French for medicinal and culinary purposes and by the natives for remedies and cosmetics.

Eight walkers completed an eight-day pilgrimag from the Bruce Peninsula to Sainte-Marie I and the neighboring Martyrs' Shrine. Due to heavy rains along the Bruce Trail north of Owen Sound and through the Beaver Valley and the Blue Mountain, the distance for the fourteenth annual pilgrimage of the Guild of St. Jean de La Lande was reduced from 137 to 120 miles.

The 1970 attendance at Ste. Marie totalled 135,976—an increase of eight per cent over the previous year. Attendance at all three attraction exceeded 165,000.

Television

Five television productions were filmed at Sainte

Marie. Three were by the Canadian Broadcasting Corporation and two by the Midland-Penetang Cable TV, a division of Maclean-Hunter Cable TV Ltd.

• "The Magnificent Gift", produced by Peter Kelly, commemorated the three centuries of the Hudson's Bay Company and simultaneously recorded a partial history of the Canadian fur trade. One of the firm's founders, Medard Chouart des Grosseilliers, who served as a domestic at Sainte-Marie I from 1644 to 1646, gained fame later across North America and Europe for his feats as an explorer, soldier and fur trader. "The Magnificent Gift" was telecast on the C.B.C. network in October.

• "Christmas at Sainte-Marie", also produced by Mr. Kelly, related the experiences and reactions of three Jesuit priests and laymen who lived winter days behind the palisades where St. Jean de Brébeuf may have penned the lyrics of Canada's first Christmas carol 329 years earlier. "Jesous Ahatonhia", Jesus Is Born, the Huron carol beloved by generations of Roman Catholics and Protestants, was rendered by the St. Michael's Choir School, of Toronto.
"Christmas at Sainte-Marie" was telecast December 25 over 46 stations of the C.B.C.'s 10-province English network.

• Ranking educators from Canada's ten provinces commissioned television to prove that Canadian history need not be dull.
The result: "History Is Alive and Well and Living In" Sainte-Marie I and three other historic sites, a four-part series conceived by Canadian School Telecasts and produced by Miss Rena Elmer for the C.B.C.
The Sainte-Marie segment — "They Were the First White Men" — was the third in the weekly series and was telecast April 1 over the C.B.C. English network. The series will be repeated several times in the next two years.
The two documentaries produced by the Midland-Penetang Cable TV recorded Sainte-Marie I as experienced by the average visitor.

• "Sainte-Marie among the Hurons (1639-1649)", a conducted tour of the site, was narrated by Miss Margaret Rees, a four-year bilingual hostess at the site, a graduate of the University of Western Ontario and currently studying at the Althouse College of Education in London. The film was telecast four times on the Midland-Penetanguishene-Port McNicoll-Victoria Harbour system and twice on each of these 12 affiliated systems: Ajax-Pickering, Collingwood, Etobicoke, Guelph, Huntsville, London, North Bay, Owen Sound, Peterborough, St. Catharines, Sarnia-Wallaceburg and Streetsville-Malton. Potential audience for each telecast was estimated at 520,000 persons.

• "Bill Parker — Artisan" introduces a greying native of the Hiawatha Ojibwa reserve at Rice Lake and great grandson of Ephraim Parker, decorated for bravery in the Riel Rebellion.
He sits under a canopy of branches, beside a tiny wood-fired kiln and almost in the shadows of a Huron longhouse and an Algonkian teepee, which provided temporary shelter for the aborigines who came there more than three centuries earlier.
He fashions Huron potter, pipes, birchbark bowls, food and bone awls.
Under the guidance of Toronto archaeologist Frank Ridley, an authority on Huron pottery, Mr. Parker has achieved near perfection in his reproductions. His tools are those of pre-history — awls, scribes of animal bone, deer hooves and jawbones with teeth. So that future generations of excavators will not be misled by the authenticity of his reproductions, Mr. Parker inscribes his pottery to denote replicas.
He stresses the importance of pottery in archaeological discoveries for the pre-history people here had no written language and, of course, left no written history. Most of what they had to say to posterity they said in the intricate and often beautiful patterns with which they decorated their clay pots.
The film was telecast three times on the Midland-Penetanguishene-Port McNicoll-Victoria Harbour system and twice on each of the affiliated systems in Collingwood and Owen Sound to a potential audience for each telecast of 44,000 persons.

• CJBC, the Canadian Broadcasting Corporation's French-language radio station in Toronto, interviewed on several occasions bilingual hostesses and costumed craftsmen at Sainte-Marie I.

Educational enrichment

New trends and dimensions in educational enrichment were evolved or were accentuated by:

• An increase in the number of students on educational field studies from secondary schools, colleges of applied arts and technology and universities, including Scarborough College of the University of Toronto, whose undergraduates participated in a historical-archaeology course on Old Huronia;

• An increase in the number of students from elementary schools on multi-day educational field studies;

• An increase in the number of students on educational field studies by reservation only during the period from Thanksgiving Day to the Victoria Day holiday week-end, when the site re-opens to the public;
• The first student "live-ins" by secondary school groups from Port Colborne, Huntsville and Midland;
• The first two formal seminars for educators—one day for 30 teachers from the York County Board of Education on Canadian Indian Studies; and two day for 25 teachers from the Metropolitan Toronto Roman Catholic Separate School Board on Field Studies, Planning and Implementation.

A total of 1,046 students from elementary and secondary schools of the Metropolitan Toronto Roman Catholic Separate School Board participated in two-day educational field studies. This was double the number involved in the previous year.

The archaeological excavations for those students were concentrated west of Orillia at an Indian village site believed to be Cahiague, the principal community of the Huron nation where Samuel de Champlain made his headquarters in 1615-16. This aspect was directed by the Department of Anthropology at the University of Toronto.

The first organized archaeological excavation was undertaken at the Father Joseph Le Caron Centre, a Huron village site owned by the Metropolitan Toronto Roman Catholic Separate School Board.

This was the Trent University Archaeological Field School during July and August directed by Professor Romas K. Vastokas, chairman of the Department of Anthropology.

At a nearby site, archaeological briefings and excavations were arranged by the Huronia Historical Parks for students from Cedarbrae C.I., Scarborough, and Huronia College, Midland.

Thornlea Secondary School, of Thornhill, expanded Ontario's first course at this level on "The Heritage of the North American Indian". This had been introduced the previous year at the suggestion of the Department of Education.

Wildlife centre opened

To serve student, educator and layman seeking an understanding of human and natural history within a single valley, Sainte-Marie I and the immediately adjacent Wye Marsh Wildlife Centre (built and operated by the Federal Government) are open on essentially the same schedules: from the Victoria Day holiday weekend in May to Thanksgiving Day in October and all year by reservation only for educational field studies a other groups. Conceived and operated by the Canadian Wildlife Service, the Wye Marsh Wildlife Centre was opened officially on June 5 1970 by the Honourable Jean Chretien, Minist of Indian Affairs and Northern Development.

Museum of the Upper Lakes

Dramatic communications techniques were refined in the Electronic Theatre at the Museum of the Upper Lakes on Nancy Island in the Nottawasaga River at Wasaga Beach.

As orientation to "A Tale of Flame and Vengeance a new diorama illustrates the Battle at the Nottawasaga River and the subsequent captur of two of the three attacking United States vessels during the War of 1812-14.

For the student, educator and general public, the technical and dramatic modifications to thi relatively new concept of graphics, light and sound achieved deeper comprehensions of the final naval actions on the Upper Great Lakes during the last armed conflict between the U.S. and Canada.

Seventy-two representatives of the hospitality industry in Wasaga Beach, adjoining Oakview Beach and nearby Stayner and Collingwood accepted invitations to an open house in late June at the conclusion of the schedule of stude groups on educational field studies.

Members of the Power Squadrons from Midlan Penetanguishene and Collingwood jointly arranged an orientation tour to understand the development of techniques of seamanship and navigation, parts of which are covered in their curriculum.

The Huronia Historic Sites Association and the Wasaga Beach Chamber of Commerce co-operated in arranging a tour and an address by Mrs. Elsie McLeod Jury on the importance of the Nine Mile Portage, an important link in the nineteenth century route from York (Toronto) to Lake Huron and the Northwest.

British Naval and Military Establishments (1814-1856)

Fourth year of the partial restoration and re-construction of the British Naval and Military Establishments (1814-1856) at Penetanguishen centred mainly on the latter.

An early task for the site director, Dr. W. Wilfrid Jury, and his wife, Mrs. Elsie McLeod Jury, historian for the project, was the creation of a temporary orientation area in the naval storehous for educational field studies groups and the public.

In the Military Establishment, these major complexes were substantially completed:

- The log soldiers' barracks comprising a 49′ x 45′ house of squared logs with mitred corners, two large fireplaces and a stone bake oven over a cellar with cement and stone foundations; an attached 18′ x 18′ kitchen; and a woodshed;
- The residence, stable and other appurtenances for Capt. James Keating, R. A., the first Adjutant—a 50′ x 75′ two-storey house built of square logs with mitred corners with a verandah along two walls, a partially restored double chimney and a second fireplace; a log stable with divisions for carriages, a harness room, a groom's room and the horses; a dock; a fence; a stone-lined well about 8′ deep; and a small doghouse.

In addition to the storehouse, structures completed during previous years in the Naval Establishment included: public washrooms, the seamen's barracks, a guardhouse, powder magazine, the office and dwelling of the clerk-in-charge, dwellings for the commanding officer, the surgeon and the surveyor, a sawpit, a blacksmith shop, a stores cabin, and small wharves.

During the last season, these minor but important additions or replacements were incorporated in the Naval Establishment: a steam kiln, consisting of a stone fireplace with the iron pot connected to the steam-box with a metal funnel; and a rebuilt main wharf of stone, timber and cement over the former foundation pilings and painted to revive the tradition of the "Red Dock".

Two events at the site reflected the warm relations of Penetanguishene with the Establishments—the customary regular meeting of the Town Council and the presentation of a plaque to Dr. Jury recording the formal appreciation of the Chamber of Commerce.

Brigantine visit

For the first time in more than a century, a square-rigged sailing craft was berthed at the storied "Red Dock" in the British Naval and Military Establishments (1814-1856) at Penetanguishene. This was the Toronto-based Sail Training Vessel Pathfinder, a steel-hulled brigantine on her first cruise in the Upper Lakes.

At Midland, Mayor J. L. Self and Mayor Vince Moreau, of Penetanguishene, presented commemorative gifts to Captain Maurice Smith and the crew of 27 teen-aged boys, learning seamanship and navigation and experiencing action, achievement and fun; at the Establishments, two eighteenth century cannon were fired in salute and a seaman's welcome was extended by the site director, Dr. W. Wilfrid Jury, a World War I naval veteran.

Statistical Reports

Statement of Revenue
For Year Ending March 31, 1970

	$	$	$
Departmental Administration			
Miscellaneous		17,772	
			17,772
Tourism			
St. Lawrence Parks Commission			
Entrance Fees	770,745		
Campsite Permits	226,615		
Concession Rentals	34,082		
Sale of Souvenirs, etc.	480,498		
Miscellaneous	11,200		
		1,523,140	
Huronia Historical Parks			
Entrance Fees	77,588		
Sale of Souvenirs, etc.	13,024		
		90,612	
Tourist Industry Development Services			
Licence Fees		148,160	
			1,761,912
Archives and History			
Microfilming		7,396	
			7,396
Theatres			
Fees – Censorship	132,961		
Licences – Theatres, etc.	81,373		
Miscellaneous	205		
		214,539	
			214,539
The Centennial Centre of Science and Technology			
Entrance Fees	358,194		
Parking Fees	62,441		
Sale of Souvenirs, etc.	3,183		
Sale of Artifacts	36,046		
Concession Rentals	28,224		
Miscellaneous	3,024		
		491,112	
			491,112
TOTAL			2,492,731

Statement of Expenditure
For Year Ending March 31, 1970

Departmental Administration	$	$	$
General Office			
Minister's Salary—Statutory	15,000		
Salaries	94,244		
Travelling Expenses	14,929		
Maintenance	22,830		
		147,003	
Administrative Services			
Salaries	206,064		
Travelling Expenses	1,927		
Maintenance	101,583		
		309,574	
			456,577
Tourism			
Promotion Services			
Salaries	724,077		
Travelling Expenses	75,189		
Maintenance	2,171,196		
		2,970,462	
St. Lawrence Parks Commission			
Salaries	1,700,984		
Travelling Expenses	21,928		
Maintenance	523,139		
Land Acquisition	9,296		
Purchase of Saleable Merchandise	218,992		
Construction and Development	226,935		
		2,701,274	
Huronia Historical Parks			
Salaries	124,137		
Travelling Expenses	5,530		
Maintenance	134,846		
Purchase of Saleable Merchandise	7,788		
Construction and Development	417,666		
		689,967	
Tourist Industry Development Services			
Salaries	451,271		
Travelling Expenses	83,639		
Maintenance	48,960		
Grants to Regional Associations	158,549		
		742,419	
Research Services			
Salaries	81,471		
Travelling Expenses	4,191		
Maintenance	184,847		
Charges for Data Processing Services	19,043		
		289,552	
			7,393,674
Archives and History			
Salaries	329,476		
Travelling Expenses	16,479		
Maintenance	114,457		
Grants	350,149		
		810,561	
			810,561

Statistical Reports

Theatres			
Salaries	127,128		
Travelling Expenses	12,792		
Maintenance	9,455		
		149,375	
			149,37
Government Services			
Salaries	110,886		
Travelling Expenses	2,604		
Maintenance	42,780		
Broadcast News Services	65,777		
		222,047	
			222,04
The Centennial Centre of Science and Technology			
Salaries	1,930,746		
Travelling Expenses	25,030		
Maintenance	977,411		
Exhibits	1,166,532		
		4,099,719	
			4,099,71
TOTAL			13,131,95

Revenue Estimates
For Year Ending March 31, 1971

	$	$	$
Departmental Administration			
Miscellaneous		2,000	
			2,000
Tourism			
St. Lawrence Parks Commission			
Entrance Fees	830,000		
Campsite Permits	250,000		
Concession Rentals	30,000		
Sale of Souvenirs, etc.	528,000		
Miscellaneous	12,000		
		1,650,000	
Huronia Historical Parks			
Entrance Fees	100,000		
Sale of Souvenirs, etc.	15,000		
		115,000	
Tourist Industry Development Services			
Licence Fees	140,000		
		1,905,000	
Archives and History			
Microfilming		9,000	
			9,000
Theatres			
Fees – Censorship	132,000		
Licences – Theatres, etc.	75,000		
Miscellaneous	1,000		
		208,000	
			208,000
The Centennial Centre of Science and Technology			
Entrance Fees	775,000		
Parking Fees	150,000		
Miscellaneous	200,000		
		1,125,000	
			1,125,000
TOTAL			3,249,000

Statistical Reports

Expenditure Estimates
For Year Ending March 31, 1971

Departmental Administration	$	$	$
General Office			
Minister's Salary—Statutory	15,000		
Salaries	98,000		
Travelling Expenses	18,000		
Maintenance	19,000		
		150,000	
Administrative Services			
Salaries	220,000		
Travelling Expenses	3,000		
Maintenance	113,000		
Charges for data processing	20,000		
		356,000	
			506,000
Tourism			
Promotion Services			
Salaries	754,000		
Travelling Expenses	84,000		
Maintenance	2,319,000		
		3,157,000	
St. Lawrence Parks Commission			
Salaries	1,817,000		
Travelling Expenses	27,000		
Maintenance	554,000		
Land Acquisition	10,000		
Purchase of Saleable Merchandise	242,000		
Construction and Development	225,000		
		2,875,000	
Huronia Historical Parks			
Salaries	185,000		
Travelling Expenses	6,000		
Maintenance	137,000		
Purchase of Saleable Merchandise	15,000		
Construction and Development	393,000		
		736,000	
Tourist Industry Development Services			
Salaries	471,000		
Travelling Expenses	100,000		
Maintenance	58,000		
Grants to Regional Associations	180,000		
		809,000	
Research Services			
Salaries	92,000		
Travelling Expenses	9,000		
Maintenance	208,000		
		309,000	
			7,886,000

	$	$	$
Archives and History			
Salaries	336,000		
Travelling Expenses	23,500		
Maintenance	125,000		
Grants	135,500		
		620,000	
			620,000
Theatres			
Salaries	140,000		
Travelling Expenses	14,000		
Maintenance	12,000		
		166,000	
			166,000
Government Services			
Salaries	148,000		
Travelling Expenses	5,000		
Maintenance	27,000		
Broadcast News Services	44,000		
		224,000	
			224,000
The Centennial Centre of Science and Technology			
Salaries	2,185,500		
Travelling Expenses	34,000		
Maintenance	1,262,500		
		3,482,000	
			3,482,000
TOTAL			12,884,000

Grants and Memberships — 1969-70

Grants to Regional Associations

Algoma Regional Tourist Council	$ 3,012.02	
Almaquin Highlands — Parry Sound, Georgian Bay Regional Tourist Council	10,000.00	
Bay of Quinte Regional Tourist Council	5,000.00	
Capital Region Tourist Council	5,000.00	
Essex-Kent Regional Tourist Council	5,000.00	
Golden Route-Highway No. 101-Regional Tourist Association	2,837.19	
Great Pine Ridge Tourist Council	5,000.00	
Haliburton Highlands Regional Tourist Council	5,000.00	
Highlands of Hastings Tourist Region Council	5,000.00	
Joli Voyageur Land Regional Tourist Council	5,000.00	
Huronia Tourist Association	5,000.00	
Kawartha Lakes Regional Tourist Council	5,000.00	
Kinniwabi Pines Regional Tourist Council	5,000.00	
Lake of the Woods Regional Tourist Council	5,000.00	
Lake Simcoe Regional Tourist Council	5,000.00	
Land O'Lakes Tourist Association	5,000.00	
Lower Ottawa Valley Travel Council	2,700.00	
Madawaska Valley Regional Tourist Council	5,000.00	
Manitoulin-Espanola Regional Tourist Council	5,000.00	
Mid-Western Regional Tourist Council	5,000.00	
Niagara Iroquoia Tourist Association	5,000.00	
Nipissing Regional Tourist Association	5,000.00	
Patricia Regional Tourist Council	5,000.00	
Rainy River Regional Tourist Council	5,000.00	
Regional Tourist Council of the James Bay Frontier	5,000.00	
Regional Tourist Council of the Seaway Valley	5,000.00	
Rideau Lakes and 1,000 Islands Regional Tourist Council	5,000.00	
Sarnia Lambton Regional Tourist Council	5,000.00	
Temiskaming Regional Tourist Organization	5,000.00	
Upper Lake Superior Travel Council	10,000.00	
Upper Ottawa Valley Travel Council	5,000.00	
		$158,549.2

Membership in Travel Organizations

American Society of Travel Agents, Incorporated	$ 90.00	
Association of Travel Resorts	200.00	
Canadian Tourist Association	6,900.00	
Joint Board of Tourist Associations	6,000.00	
Mississippi River Parkway Commission	2,000.00	
Northern Ontario Outfitters Association	200.00	
Ontario Motel Association	200.00	
Thousand Islands International Council	2,000.00	
		$ 17,590.0
		$176,139.2

Grants — 1969-70

Museums

Alliston, Town of	$ 396.66
Ameliasburgh, Township of	800.00
Arnprior, Corporation of the Town of	1,000.00
Assiginack, Municipality of	788.33
Bancroft, Corporation of the Village of	715.61
Big Creek Regional Conservation Authority	875.87
Blind River, Corporation of the Town of	1,000.00
Bowmanville, Town of	935.66
Brant, County of	876.66
Brantford, City of	1,000.00
Bruce, County of	1,000.00
Bruce Mines, Corporation of the Town of	500.00
Burlington, Town of	1,000.00
Chatham, Corporation of the City of	1,000.00
Charlottenburgh, Township of	765.00
Cobalt, Town of	1,000.00
Collingwood, Town of	964.23
Cornwall, City of	1,000.00
Dryden, Corporation of the Town of	1,000.00
Dysart et al, Municipality of	766.66
East York, Borough of	1,000.00
Elgin, County of	1,000.00
Elliott Lake, Township of	1,000.00
Fenelon Falls, Corporation of the Village of	932.75
Fort Frances, Corporation of the Town of	660.00
Gananoque, Corporation of the Town of	816.66
Golden Lake Indian Reserve	766.66
Gore Bay, Town of	400.00
Grand River Conservation Authority	1,000.00
Gravenhurst,Corporation of the Town of	928.58
Grey, County of and Owen Sound, City of	1,000.00
Guelph, City of	1,600.00
Haldimand, County of	300.00
Haldimand, Township of	765.66
Halton, County of	1,000.00
Hamilton, Corporation of the City of	1,000.00
Hastings, County of	1,000.00
Huntsville, Corporation of the Town of	760.00
Huron, County of	1,000.00
Kapuskasing, Corporation of the Town of	500.00
Kenora, Town of	1,000.00
Kenyon, Township of	483.96
Lambton, County of	1,000.00
Lennox and Addington, County of	1,814.33
Little Current, Town of and Howland, Township of	600.00
Massey, Town of	233.70
Meaford, Town of	724.16
Merrickville, Municipality of	28.33
Metropolitan Toronto and Region Conservation Authority	1,000.00
Midland, Town of	1,000.00
Mississauga, Town of	823.33
McNab, Township of	1,200.00

Niagara, Corporation of the Town of	$ 949.87	
Niagara Falls, City of	766.66	
Niagara Peninsula Conservation Authority	833.33	
North Grimsby, Corporation of the Township of	556.91	
North Marysburg, Corporation of the Township of	324.17	
North Norwich, Township of	600.00	
Oakville, Corporation of the Town of	1,000.00	
Orillia, Town of	1,000.00	
Oshawa, Corporation of the City of	1,000.00	
Otonabee Region Conservation Authority	876.83	
Oxford, County of and Woodstock, City of	1,000.00	
Peel, County of	1,000.00	
Penetanguishene, Corporation of the Town of	844.06	
Perth, Town of	1,000.00	
Peterborough, City of	1,000.00	
Peterborough, County of	1,000.00	
Pickering, Township of	850.00	
Port Arthur, Corporation of the City of	961.58	
Port Carling, Corporation of the Village of	294.33	
Raleigh, Township of	965.50	
Renfrew, County of	1,000.00	
St. Catharines, City of	3,195.49	
St. Edmunds, Corporation of the Township of	758.75	
St. Josephs, Township of	475.00	
St. Mary's, Corporation of the Town of	824.33	
Scarborough, Borough of	1,000.00	
Shelburne, Corporation of the Village of	846.71	
Simcoe, Town of	950.25	
Simcoe, County of	1,000.00	
Six Nations Indian Reserve	566.66	
South Norwich, Township of	667.19	
Teck, Corporation of the Township of	826.78	
Thunder Bay, Corporation of the City of	2,195.00	
Tilbury West, Township of	2,546.55	
Toronto, Corporation of the City of	4,000.00	
Upper Thames River Conservation Authority	1,000.00	
Wellington, Village of	100.00	
Wellington, Corporation of the County of	913.99	
Wentworth, County of	1,000.00	
Westport, Corporation of the Village of	285.87	
Willoughby, Township of	733.33	
Windham, Township of	742.00	
		$87,173.9
Corporation of the City of Toronto		2,000.0
Ontario Historical Society		8,500.0
Ontario Archaeological Society		1,000.0
		$98,673.9

Visitors to Travel Information Centres 1962 to 1970

Centre	1962	1963	1964	1965	1966	1967	1968	1969**	1970**
Cornwall*	47,629	44,533	62,190	77,342	71,519	91,565	95,229	87,114	106,350
Ivy Lea	90,350	110,958	103,626	80,498	91,829	114,239	81,682	75,228	84,204
Niagara Falls*	108,695	120,452	121,831	108,015	120,232	59,948	76,670	48,720	84,888
Windsor (Tunnel)*	40,614	71,513	87,271	84,337	125,363	89,322	104,308	103,200	141,210
Sarnia*	171,600	180,172	181,077	161,273	154,010	178,122	179,782	167,589	179,760
Barrie*	52,058	65,077	67,532	70,122	60,823	62,613	83,576	81,402	88,239
Sault Ste. Marie*	25,598	38,272	29,917	39,906	78,367	57,827	42,433	37,941	148,206
Lancaster	85,445	80,669	83,709	27,762	60,823	81,923	54,573	51,246	49,101
Point Fortune	—	—	—	—	—	49,058	75,530	27,592	21,162
Hawkesbury	3,949	5,856	5,594	7,956	8,757	6,192	5,031	5,523	9,075
Prescott	3,406	8,889	12,899	11,562	17,769	19,531	20,722	18,030	24,753
Hill Island	—	—	—	—	—	54,408	43,925	49,755	52,638
Homer	60,574	74,202	16,764	52,516	52,230	33,802	50,558	48,510	92,388
Fort Erie	32,963	32,963	33,630	32,479	42,791	15,612	36,618	32,370	36,834
Windsor (Bridge)	52,407	49,558	54,367	48,365	52,430	42,515	85,584	77,850	90,381
Pigeon River	—	—	—	30,079	30,021	30,689	20,095	32,010	43,524
Kenora	34,643	31,824	30,291	34,881	39,551	44,242	38,180	39,990	38,328
Fort Frances	17,320	18,307	13,064	27,356	23,632	17,589	15,063	22,380	22,908
Rainy River	—	1,112	2,939	4,090	5,028	4,956	4,703	5,790	5,913
401 Centres	—	—	—	—	—	—	275,478	281,350	583,779
TOTAL	860,526***	968,120***	985,883***	898,539	1,035,175	1,054,150	1,389,740	1,293,590	1,903,641

*Operated all year. (All other centres seasonally operated).

**Improved Tabulation Method Resulted in Lower Figures in some cases.

***This Total Includes Middle Falls Reception Centre Which No Longer Operates.

Statistics on Film Distribution in 1970

Film Distribution	Direct	Audience	TV	Audience
Dept. titles (32 titles)	4,456	406,507	51	250,000 (est
Modern Talking Pictures (10 titles, 9 TV)	3,719	209,940	127	5,213,500
National Film Board (TV only)			294	13,500,000
*Theatrical (Modern) (39 prints)	3,100	509,087		

*No figures available re Canadian theatrical distribution.

Statistics on Distribution of Photographs in 1970

	Colour	B & V
Department of Tourism & Information Publication and Promotions	3,375	10,86
Travel folders and promotion – not dept.	1,197	1,67
Federal Government Departments	185	
Travel show exhibitions and displays	29	40
Canadian Newspapers and Magazines	509	1,48
U.S. Newspapers and Magazines	769	34
Television	452	15
Convention Publicity	55	7
Industrial House Organ	18	9
Educational Publications	338	41
Other Ontario Government Departments	2,132	80
Lecture Material	–	-
Foreign Newspapers and Publications	245	1
U.K. Newspapers and Magazines	–	5
Canadian Film Productions	123	-
Souvenirs	205	41
Slide Presentation	1,660	-
Art Work	15	1
	11,012	16,81

Construction of Tourist Establishments

Type of Establishment & Construction	Southwestern Region Est.	Southwestern Region Units	South Central Region Est.	South Central Region Units	Eastern Region Est.	Eastern Region Units	Central Region Est.	Central Region Units	Northeastern Region Est.	Northeastern Region Units	Northwestern Region Est.	Northwestern Region Units
CABIN												
new	—	—	—	—	—	—	1	2	1	4	—	—
reconstruction	—	—	—	—	1	1	—	—	1	7	—	—
Additions	—	—	—	—	2	2	1	4	3	3	—	—
COTTAGE												
new	—	—	1	4	6	19	11	58	4	21	5	13
reconstruction	—	—	—	—	1	1	3	9	—	—	12	16
additions	4	6	1	2	11	21	12	18	20	28	25	68
MOTEL												
new	3	38	3	92	1	14	7	44	5	93	3	47
reconstruction	—	—	—	—	—	—	1	2	—	—	—	—
additions	6	58	3	16	8	42	2	10	7	45	9	38
MOTOR HOTEL												
new	—	—	1	252	—	—	—	—	1	58	—	—
reconstruction	—	—	—	—	—	—	—	—	—	—	—	—
additions	—	—	2	58	—	—	—	—	—	—	—	—
RESORT												
new	—	—	—	—	—	—	3	37	—	—	2	10
reconstruction	—	—	1	91	1	1	—	—	—	—	11	18
additions	—	—	1	8	—	—	3	7	2	4	27	58
TOURIST HOME												
new	1	6	—	—	1	8	—	—	—	—	—	—
reconstruction	—	—	—	—	—	—	—	—	—	—	—	—
additions	—	—	—	—	—	—	—	—	—	—	—	—
HOTEL												
new	—	—	—	—	—	—	—	—	—	—	—	—
reconstruction	—	—	2	167	—	—	—	—	—	—	—	—
additions	—	—	1	89	—	—	—	—	—	—	—	—
CAMPSITES												
new	19	640	6	127	28	541	22	706	17	366	5	73
reconstruction	—	—	—	—	—	—	—	—	—	—	—	—
additions	2	40	1	20	10	313	28	575	15	234	1	40
OTHER												
new	—	—	—	—	—	—	—	—	3	10	5	8
reconstruction	—	—	—	—	—	—	—	—	—	—	—	—
additions	—	—	—	—	—	—	—	—	1	1	8	8
COUNTY TOTALS												
new	23	684	10	475	36	582	44	847	31	552	20	151
reconstruction	—	—	3	258	3	3	4	11	1	7	23	34
additions	12	104	9	193	31	378	46	614	48	315	70	212
TOTAL VALUE												
new	658,800		5,860,700		642,700		1,611,400		1,142,000		559,500	
reconstruction	Nil		1,100,000		6,000		11,000		6,000		49,500	
additions	379,500		1,603,500		702,000		459,300		544,900		489,750	
TOTAL	$1,038,300		$8,564,200		$1,350,700		$2,081,700		$1,692,900		$1,098,750	

Appendix

Special Promotions and Tours — 1970

Winter Sports Promotion — Muskoka

Travel Trade Congress — Ottawa

Stratford Festival and Fort Henry Guard — Chicago

Departmental Seminar — Huntsville

National Newspaper and News Hall of Fame awards — Toronto

Committee meeting of Massachusetts Institute of Technology — California Tech. re Clean Air Car Race.

Caribbean Islands Travel Agents tour of Ontario.

Mark Sosin, Outdoor Writer, New Jersey.

Joe Glaser, Outdoor Writer, Buffalo, N.Y.

Exhibit at Association of Educational Data Systems — Miami, Florida.

D. Liverpool, St. Vincent, tour of Niagara.

Outdoor Writers' Annual Meeting — Honey Harbour, Ontario.

Heinz Schegel, Managing Editor of Stuttgart, Germany.

Western Canada Travel Agents and Journalists.

CP Air/C.G.T.B. — European Travel Agents tour.

Former West Germany Chancellor Erhard — Niagara Falls.

Heritage Highways, Descendents' Program — Montreal.

American Society for Testing Materials convention.

Central States Chapter S.A.T.W. — Manitoulin Island and Algoma.

Canadian Owners and Pilots Association Fly-in — Southern Ontario.

Eastern Ontario Co-ordinating Council tour — Lanark County.

Hans Joachim of Frankfurt, Germany.

Heinz Hartmann, Editor "Schone Welt", of Munich, Germany.

Shinja Aono, Assistant Editor, overseas Guidebook, of Tokyo, Japan, and Akihoko Takedo, Editor in Chief.

Hotel Sales Management Meeting — Peterborough.

Heritage Highways exchange program, Minister's visit to Quebec.

Opening Stratford Festival

Air Canada — Canadian Government European Travel Agents Tour.

Ivan Butterly of Dublin, Ireland.

John Martin, features editor, Brighton, England.

Peter Franklin, Cleveland, Ohio.

Ottawa National Press Club — Golden Lake.

Ontario Ethnic Press tour.

Heritage Highways program — Quebec Minister's visit to Ontario.

Wally Byam Caravan, Hershey, Penn.

Clean Air Car Race Committee (Press Conference at Westbury Hotel.)

Program for Pacemakers from Zion, Ill.

Mrs. Alma Eshenfelder, Mystic Seaport, Conn — tour of historic sites.

Ontario Fashion Institute — photographic locations for fall fashion shooting.

Pete Czura, Outdoor Writer, Field and Stream.

Tom Opre, Outdoor Writer, Detroit Free Press.

Ontario Press Room at Canadian Open — London, Ont.

Caribbean Travel Agents Tour.

National Hikers and Campers Association of America.

Mr. and Mrs. Frank Martin, Photographer, London (England) Guardian.

J. J. M. Lokhoff, Holland Travel Trade Magazine.

Mr. Craig Lentz, Clean Air Car Race, Massachusetts Institute of Technology, Boston, Mass.

C. Chevel, French Radio Program.

Mr. and Mrs. Clare Allen, Buffalo Courier Express.

Doug Knight, Outdoor Writer, Sports Afield Magazine.

Lake Ontario Development Association tour.

T. Tanaka, Journalist, Tokyo.

Clean Air Car Race – Cambridge, Mass. to Toronto to Detroit.

A.S.A.E. Convention – Washington, D.C.

Miss Jean Danard, Travel Editor, Financial Post, and Miss Barbara Wace, Travel Writer, London, England – Northern Ontario.

Frank Kuchirchuk, Travel Writer, Cleveland, Ohio.

Miss Louise Rosseau, C.G.T.B. Travel Counsellor.

NORGLAC Convention – Toronto.

R. Decree and R. Elverdinghe, Sabena Airlines, Brussels.

Mr. Peter Elliot, Travel News Division, London Daily Mirror, London, England.

Mr. and Mrs. A. Feslier, New Zealand National Airways.

Mr. and Mrs. Gert Bruhns, Bruhns Reisen Travel, Hamburg, Germany.

American Great Lakes Outdoor Writers – Algoma.

Mark Sosin, Hunting trip – Red Lake.

Bertha Beccera, Editor, El Sol and Tomas Rodreguen, Editor, El Universal.

C.B.C. International Radio reporters – Ontario tour.

Shingo Yoshika, Nippon Express, and K. Takemori, Sankei Tourist Co., of Tokyo, Japan.

Dr. Janos Marton, Vienna, Austria and Mrs. V. Stabbhofer.

Honourable and Mrs. R. Milton Cato, Premier, St. Vincent, W.I.

Mr. Thomas Hahn, Hong Kong and Singapore News.

Advertising Media – 1970

General television

AREA	STATIONS
Chicago	WBBM WMAQ WGN
Detroit (Windsor)	WJBK WWJ WXYZ WKBD CKLW – Windsor
Grand Rapids/Kalamazoo	WOOD WKZO WZZM
Lansing	WJIM WILK
Flint/Saginaw/Bay City	WNEM WJRT
Cleveland	WEWS WJW WKYC WKBF
Cincinnati	WCPO WLWT
Columbus	WBNS WTVN WLWC
Dayton	WLWD WHIO
Toledo	WTOL WSPD WTCN
Minneapolis	KSTP KMSP
New York	WABC WNBC WOR WNEW
Albany/Schenectady/Troy	WRGB WTEN
Buffalo	WKBW WBEN
Rochester	WROC WOKR WHEC
Syracuse	WSYR WHEN

Philadelphia	KYW WCAU WFIL
Pittsburgh	KDKA WIIC
Indianapolis	WLWI WISH
Milwaukee	WITI WTMJ WVTV
Boston	WBZ WHDH WKBG
Washington, D.C.	WRC WTOP WMAL
Baltimore, Md.	WMAR WJZ
Pembina, N.D.	KCND

Canadian Markets

Montreal—French	CFTM CBFT
Montreal—English	CFCF-TV
Toronto/Hamilton	CFTO CBLT CHCH
Winnipeg	CJAY-TV CBWT

Magazines U.S.

Harper's

The Atlantic

Outdoor Life

Canada

Canadian Audubon

Saturday Night

Heritage Highways

RADIO	STATION
Ottawa	CJRC
Hull	CKCH
Montreal	CJMS CKAC CKLM CKVL CFOX CJAD CJFM CKGM CKMB CFCF
Quebec City	CHRC CJRP CKCV CFOM
Levis	CFLS
Trois Rivieres	CHLN CJTR
Riviere du Loup	CJFP
Rimouski	CJBR
New Carlisle	CHNC
Campbellton	CKNB
Edmundston	CJEM

Television

Montreal	CFCF-TV CFTM-TV
Quebec	CFCM-TV CKMI-TV

Publications

Weekend Magazine

Perspectives

The Department of Public Records and Archives



Records Services Branch

This Branch is the central advisory and operational agency which provides skilled advice and assistance to all Departments of the Ontario Government in the field of Records Management. The potential economics and increased efficiency to be derived from a systematic approach to Records Management are increasingly evident to both governments and industry. During 1970, under guidelines established by the Treasury Board's Records Management Committee, our branch analysts worked closely with departmental records officers, and our Records Centre provided low-cost storage and efficient servicing in a successful effort to improve records management practices.

The Branch is organized in two sections: the Advisory Services section (a group of analysts maintaining direct liaison with Departments through their departmental agencies); and the operational Records Centre section.

Advisory Services

In 1970 the Records Management Programme reached new heights in levels of activity and in proven economies by substantially exceeding the half million dollars mark in net savings for the calendar year.

Over 2,400 Retention Schedules were approved by the Records Management Committee, each one being the product of close liaison between a Branch Analyst and the departmental Records Officer concerned.

Some 36,000 cubic feet of dead records were destroyed. This represents 600 tons of paper; the equivalent of 10 filled freight cars.

An indication of the range and depth of the programme is revealed by the fact that 4,650 cubic feet of documents were transferred to the Archives for permanent retention. These documents selected for their enduring research significance will now, or in the near future, be made available to scholars, administrators, researchers and other interested members of the public after further analysis and cataloguing.

Vast amounts of filing equipment and shelving were released for re-use and large areas of office space and storage space were freed for other storage purposes. Through one project entitled 'Operation Clean-up' some 40 basement rooms and the attics of the Parliament Building were cleared of dormant and dead records, facilitating the re-development of this area.

Significant contributions were made during the year in technology techniques through participation in a Government-wide study of microfilm practices, while a similar study was commenced on forms control.

Records Centre

The Records Centre in Mississauga which offers Government agencies secure storage facilities for their inactive records and a first-rate referenc service took in a further 22,446 cubic feet during the calendar year. This brought the total holding to 64,166 cubic feet which is 76 percent of the Centre's capacity.

Over 14,000 references to the Centre were serviced during 1970, the great majority involvin temporary delivery of files to the Departments concerned. The efficient control established ov the records stored in the Centre is illustrated by the fact that the average time required to locate the files requested and prepare them for deliver was 4½ minutes. The Centre's truck makes twice-daily deliveries to the client agencies.

Facilities are also provided at the Centre for more extended examination of records by departmental representatives and 78 such visits from the staff of 18 Departments were recorded in 1970.

Training

During the year a Certificate Course in Records Management was developed and given to 19 Records Officers who participated over a 3-week period at the Staff Training Centre, Barrie. Additionally, regular lecturing contributions were made on courses offered by the Department of Civil Service and, through the 'in-house' records familiarization courses at our Branch headquarters.

Programme continuity was enhanced through a series of regular meetings held with the 30 departmental Records Officers. This type of open forum proved invaluable in the identification of common problems and the development of a dynamic and vigorous approach to the objectives of the Records Management Programme.

Quantitative Achievements

The highlights of 1970 include:

A. Schedules:		
(i) Approved	2,433	
(ii) Work in Progress		
In Committee stage	865	
In Departmental stage	2,330	
TOTAL		5,628 item
B. Disposal:		
From Departments	cu. ft. 31,475	
From Records Centre	cu. ft. 5,355	
TOTAL		36,830 cu. f

C. Transfers:

To Archives	cu. ft.	4,650
To Records Centre	cu. ft.	22,446
TOTAL		27,096 cu. ft.

D. Equipment Released:

Filing Drawers	5,867 items
Shelving, linear feet	30,287 lin. ft.

E. Holdings:

Records Centre 12/31/70	64,166 cu. ft.
Net Intake 1970	17,091 cu. ft.

F. Records Centre Activity

References Serviced	14,487 items
Refiles made	13,913 items

G. Training

Instruction Hours	167
Participants Trained	291
Training Received in Man Hours	5,319

H. Economic Achievements:

Gross Value of Staff, Space, Equipment, Scrap Sales and all other Recoveries	$851,402
Branch Expenses (Dec. 1970 est.)	197,516
Net Economies	653,886

Accumulated Economic Achievements: (since inception of programme)

	1966-68 $	1969 $	1970 $
Gross	491,200	407,450	851,402
Net	263,200	300,200	653,886
Accumulated Net	263,200	563,400	1,217,286

Archives Branch

Reading Room and Services to the Public

Research services to the public were maintained at an acceptable level despite difficulties arising from inadequate space and the frequent necessity of allocating archivists to work with the Records Services Branch staff on the Records Management programme. The space problem should be greatly alleviated in 1971 with the pending move to new and expanded quarters.

Recorded visits to our public reading room by researchers during the past year totalled 4,498, the largest annual total to date. The researchers, as usual, represented a wide range of professions and interests and included university staff and students, educators, authors, lawyers, surveyors, local historians, genealogists, Government administrators and representatives of the public media.

Some 30,000 genealogical subject cards have been separated and placed in a distinct catalogue series. This should assist the history generalist who will be less impeded by the proliferation of name cards in the reading room's general catalogue series.

Apart from the assistance given to researchers working in the Archives, some 1,900 mail enquiries were answered by our staff, some of which involved very extensive research. Some 68 per cent of the mail enquiries originated in Ontario, 12 per cent in other provinces, 18 per cent in the U.S.A. and two per cent in other countries.

Our photocopying facilities were used to capacity in 1970 in order to supply copies of items preserved in the Archives to researchers or to add to our own holdings. Copies processed for researchers included: 1,530 photostats, 9,089 Xerox prints, 1,255 photographs and 211 one-hundred foot reels of microfilm. An additional 149 reels of microfilm runs of early newspapers and of our filmed pre-Hansard debates in the Ontario Legislature were supplied to various universities and libraries. Copying of outside material for addition to the Archives holdings included: 1,320 photostats, 2,096 Xerox prints, 973 photographs and 132 reels of microfilm. It should be emphasized that this service is not a simple matter of routine physical copying but includes exact identification of researchers' frequently vague requests, the specialized handling of perishable documents and the consequent delivery and accounting procedures involved.

Government Records Section

During 1970 a substantial proportion of the

available time of this section was spent in liaison with the Records Services Branch analysts in an effort to assess the historical significance of the many schedules being prepared under the Government-wide Records Management programme. Priority was given to this co-operation since delays in archival evaluation hold up ultimate records disposal.

At the same time, this universal record scheduling has resulted in the identification of a large volume of previously unrecognized records of archival significance. These must be transferred to the Archives proper where they are analyzed and where suitable finding aids must be prepared to facilitate the work of researchers. This has placed a very heavy burden on the small staff of the Government Records Section. Consequently, comprehensive processing of incoming material has been proceeding at a slower pace than we would wish and, in addition, our basic research services to the public have had to be somewhat curtailed.

Over 4,000 cubic feet of Government, Court and municipal records of enduring research significance were transferred to the Archives in 1970. This more than trebles the previous year's intake. Among the larger and more significant Government record accessions in 1970 were:

1. 1,302 cubic feet from the Department of the Provincial Secretary and Citizenship including registers of copies of Letters Patent and Crown Leases, 1794-1968; general correspondence files of the Minister and senior officials, 1867-1909; and files of various Select and Standing Committees of the Legislature, 1868-1968;
2. 176 cubic feet from the Prime Minister's Department, including general correspondence files of the Prime Minister's office, 1934-58, letter books of out-going correspondence, 1943-1961, book copies of Orders-in-Council, 1867-1968, and correspondence files of the Cabinet Secretary, 1945-1953;
3. 880 cubic feet from the Department of Municipal Affairs composed of municipal financial statements and audit reports, 1853-1960;
4. 56 cubic feet from the Department of Lands and Forests comprising letters relating to Surveys, 1842-1908;
5. 24 cubic feet from the Department of Labour including Deputy Minister's files, 1964-1966;
6. 26 cubic feet from the Department of Highways including early files, 1901-1913, of the former Highways Branch of the Department of Public Works;
7. Further records of some 70 Royal Commissions and Committees of Enquiry were added to R.G. 18 which now includes record of 130 Commissions and 118 Committees.

During 1970, four cubic feet of Surrogate Court records, 1821-1870, from the Frontenac county area were acquired, as well as nine cubic feet, 1795-1930, from various Courts in Leeds and Grenville (Johnstown District). Under agreemer with the Salt Lake City Genealogical Society, 138 microfilm reels of 19th century Surrogate Court records were acquired relating to the following counties—Peterborough, Prescott-Russell, Prince Edward, Renfrew, Simcoe and Victoria. Members of our Government Records Section, together with Records Analysts, visited various regional Court Houses in an effort to locate and identify records with archival significance. Communities visited included: St. Thomas, Sarnia, Simcoe, London, Kingston and Brockville.

Among the original records of municipal goverr ments transferred to the Archives in 1970, were two cubic feet of Niagara District Council Records, 1842-50, and various records of the former Lincoln County Council, 1850-1915. Microfilm copies of municipal records acquirec included: Records of the Grey County Council 1852-71, Bathurst District and Lanark County Councils, 1823-1938, and the United Township of Burleigh and Anstruther, 1864-1931.

Despite the diversion of staff time to the Record Management programme, preliminary processing and basic physical re-arrangement wa completed for 75 per cent of all Government records transferred during the year. An extensiv inventory was completed of our holdings of Record Group 2 (Department of Education) and substantial progress was made in preparation of Inventories for R.G. 4 (Department of Justice) R.G. 8 (Department of the Provincial Secretary and Citizenship) and R.G. 19 (Department of Municipal Affairs). The preliminary Inventory of R.G. 13 (Department of Mines) was revised and enlarged and a substantial volume of new 'mair entry' cards were prepared for the reading roor catalogues.

Private Manuscript Section

The holdings of our Private Manuscript Section were enriched by 128 accessions during 1970. Most of these, including gifts, purchases or cop loans, were obtained through the efforts of our

rchives Liaison Officer who was also re-
ponsible for many of the newspaper and picture
cquisitions. While we received a very large
umber of individual documents or small
ollections of historical significance, few major
ollections were added.

ne major acquisition of particular interest for
enealogists consists of 119 volumes of Mar-
age Registers transferred from the Registrar-
ieneral's Office. These records, covering
arious regions of the Province, largely pre-date
ie relevant provincial Act of 1869 which
augurated the present systematic central
egistering of Vital Statistics administered by
ie above mentioned agency. The Archives also
icrofilmed birth, marriage and death records
r various years between 1846 and 1956 con-
ined in the Archives of the Anglican Diocese
Keewatin.

ne Workers Educational Association appointed
e Ontario Archives its depository for records
research significance. Some 60 cubic feet
that Association's records, 1918-1968,
cluding minutes, executive correspondence
nd labour periodicals, were transferred to the
rchives in 1970 and should provide a valuable
ource of information to researchers interested
labour history and educational projects.

mong more substantial acquisitions from
rivate sources were: 183 letters (1851-76)
ssociated with John Hilliard Cameron; 13 cubic
et of Stephens Family papers (1855-1905)
omprising the working records of a rural
eneral store; and over 200 transcripts or sum-
aries of the correspondence of General
r George Airey and his nephew, Sir Richard
rey. The latter was a relation and friend of
ol. Thomas Talbot and there are some 50
lbot letters.

mall acquisitions relating to emigration
nd early settlement included: the Thomas
eatherilt letters (1802-8) describing his
assage to Canada and offering advice to pro-
pective immigrants; the Malcolm McNaughton
tters (1804-50) written from the United States
nd Esquising Township to his brother in
cotland; the Chantler letters (1832) describing
n arduous voyage to Upper Canada and the
vages of the contemporary cholera epidemic;
nd the Journal of Charles Butler (1833) who
ttled near Cobourg.

mong acquisitions pertaining to the fur trade
ere: the Aeneas and Angus Cameron papers
opy loan) containing some 1,500 items
lating to the North West and Hudson's Bay
ompanies' posts in the Upper Ottawa Valley
region (1777-1866). Students of the North West Rebellion may be interested in the Robert Cunningham papers (1858-74) relating to a reporter who covered the Wolsley Expedition and remained in Manitoba to publish a newspaper and win a seat in the House of Commons; and the Diaries (1885) of Capt. J. M. Delamere who served with the Queen's Own Rifles. Military historians may wish to consult the Journal and Memorandum Book (1848-1868) of W. T. McKinstry, Commissary General of British Forces in Canada.

Among miscellaneous collections copied by the Archives were: The Jules Cross collection (1871-1944) relating 'inter alia' to the famous Silver Islet Mine; and the letter books (1875-88 and 1895-1908) of the Shingwauk Home for Orphaned Indian Children.

Two major continuing microfilming projects might be noted. By agreement with the federal Department of Indian Affairs and Northern Development, we are filming locally held records of Indian agencies throughout Ontario. The earlier records of the following agencies were completed in 1970; Tyendinaga, Fort Frances, Fort William, Kenora, Savanne, Ste. Marie and Peterborough. The second project involving the copying of the Women's Institutes' Tweedsmuir histories is continuing with 12 more histories added to our holdings in 1970.

During the past year, preliminary inventories were prepared for the Cameron papers, the Lauder papers and the Jules Cross collection. Historical introductions or content revisions were prepared for: the Simon James Dawson papers, Peter Robinson papers, John Strachan papers, Alexander Macdonnell papers, Cartwright papers and the James and Ogle R. Gowan papers.

Newspaper Collection

While the Archives is not primarily a depository for printed material, an exception is made in the case of early newspapers, particularly those of the 19th century, and our Branch has one of the most comprehensive existing collections of this Province's papers. During 1970, the total of 56 accessions comprised 167 different mastheads.

Forty-nine of the latter were originals and among the more extensive accessions of these were runs of: the (Kingston) British American, 1862-66; the Hastings Chronicle, 1855-61; the Markham Economist, 1856-1900; the (Belleville) Intelligencer, weekly 1856-79 and daily 1867-79; the Toronto World, 1881-1921; and the Cornwall Standard, 1914-23.

The Archives used its own cameras to microfilm extensive runs of other Ontario newspapers. Totalling 174 reels of film, these include: the Niagara Gleaner, 1817-37; the Niagara Reporter, 1833-42; the Niagara Mail, 1846-70; the Fergus Freeholder, 1854-1903; the Fergus News Record, 1867-72; the Fergus Express, 1871; the Norwich Gazette, 1877-1930; the Waterloo Chronicle, 1894-5; the Elora Backwoodsman and Observer, 1859-68; the Wiarton Canadian, 1893-96; the Wiarton Echo, 1879-1930; the Smith Falls Review, 1863-66; the Smith's Falls News, 1875-79; the Post (St. Catharines), 1854-61 and 1867; the Bobcaygeon Independent, 1876-1937; the Picton Times, 1896-1954; and the Napanee Beaver, 1907-30.
Microfilm runs purchased from other agencies and totalling 186 reels included The Rochester Daily Democrat, 1834-70; the Democratic Free Press (Detroit), 1831-47; the Ottawa Free Press, 1871-80; the Nor'Wester (Red River), 1859-65; the Acton Free Press, 1875-95 and various Chatham papers, 1875-1914.

Picture Collection
The Archives Picture Collection consisting of sketches, engravings, posters, architectural measured drawings and photographs, is being used increasingly by a wide range of researchers. Of the 263 research requests serviced (constituting an increase of 150 percent over the previous year) 173 involved direct examination of our holdings by researchers. The Picture Archives provided 1,255 prints to enquirers.
Apart from many individual historians, students and teachers, five Government Departments made use of the collection and 173 prints were supplied for Educational Television. Other agencies utilizing the collection included six publishing companies, the Canadian Broadcasting Company and the National Film Board.
The new system reported last year of preparing a subject, cross-reference file of positive transparency aperture cards has been very well received by researchers. During the year some six thousand entries were prepared for this subject reference 'browsing' file. As far as possible recent accessions have been incorporated into the system while making progress on incorporating the previously established holdings.
New accessions during 1970 totalled 9,935 pictures of all kinds. Of these, 1,066 were original prints, 8,068 were original glass negatives and 13 were other original negatives.
In addition, material made available to us on loan for copying purposes required the preparation of 650 copy negatives.
Among the larger collections acquired in 197(were those of: Marsden Kemp, a Kingston Amateur, consisting of about 1,000 glass negatives of the Kingston-Picton area (c. 1895 1924); Gordon W. Powley, a Toronto free-lance photographer, consisting of about 3,000 negatives (1940-1968) of Toronto and other Ontario scenes and prominent people, some taken for Provincial Government Departments; and Duncan Donovan, an Alexandria photographe consisting of about 4,000 glass negatives of Glengarry County vicinity scenes and people (1895-1924).
Among earlier rare photographs acquired, we might mention the daguerreotype of the McMa House in Perth (c. 1850); an Ambrotype of a group of people at Niagara Falls (c. 1857); a stereograph of the old Cricket Grounds at Gal (c. 1878); a portrait (carte de visite) of Hon. James Morris, Legislative Councillor, (c. 1863 and a portrait of a N.W.M.P. Constable taken prior to his march to the West in 1874.
Some examples of other items of interest include 150 photographs of the Fort Frances area, 1870-1920; 75 portraits of the Cobalt are and Silver Islet; 13 photographs of the Ottawa City fire of 1900; and two photographs of the "last square timber camp on the Petawawa River", 1912.

Map Collection
Approximately 390 items were added to our Map Collection in 1970 of which some 50 wer original prints. These include four glass nega tives of plans of Newcastle and the Presqu'ile Bay region dating from 1797 to 1869; 45 negative photostats of maps of various Ontari Townships (c. 1800-1850); photostat of a map of 1837 showing settlement on St. Joseph's Island; Tunison's Railway Post Office and Distance Map of the Dominion of Canada 189 and "Niagara Falls from Surveys executed in 1875 under the Orders of Major C. B. Comstoc Corps of Engineers, U.S. Army," (1909). Apart from the above mentioned acquisitions, the Archives received 1,500 maps and plans fron the Department of Highways.

Library
The Archives Library, which contains a speci ized collection of published materials dealin with the history of the Province of Ontario, is intended primarily to provide secondary sour information for the use of the Archives staff.

It is also available for reference purposes to members of the public engaged in research in the primary source materials of the Archives. Written requests for information were answered by the Librarian when they were more related to published materials than to archival sources. However, it should be appreciated that the same published material is available in many of the larger public libraries and should be consulted there rather than in the Archives.

During the past year, 229 books, 196 pamphlets, and 219 Government publications were added to the Library holdings. Of these, 255 items were purchased; the remaining 389 items were obtained as gifts. The total number of periodical subscriptions rose to 65, including 11 new additions during the year. In addition to cataloguing new acquisitions, work continued on the project of revising the entries in the pamphlet catalogue and integrating them with the book catalogue.

Historical Branch

Research & Promotion Section
Erection of Plaques

During 1970 the Branch continued its extensive historical marking programme by erecting 40 plaques commemorating subjects of Provincial significance. Research was carried out on some 250 suggested subjects. The markers are erected following recommendation by the Archaeological and Historic Sites Advisory Board. Among those of special interest unveiled in 1970 were two to commemorate Stephen Leacock, one at his birthplace in Swanmore, Hampshire, England, and one at his burial place, St. George's Church, Sutton West, Ontario. Other subjects illustrating the diversity of the programme included: Marie Dressler, the internationally-known actress, at Cobourg; Madeleine de Roybon d'Allonne, the first female landowner in what is now Ontario, near Kingston; the Credit Indian Village, built for the Mississauga Indians beside the Credit River in the 1820's; Franklin Carmichael, one of the founders of the "Group of Seven", at Orillia; the Canadian National Exhibition, at Toronto; and the founding of the communities of Carleton Place, Bothwell and Bala.

With the co-operation of many local groups such as historical societies, municipal councils, churches and service clubs, public unveiling ceremonies were held for each plaque. These events were generally well attended and a Member of the Board spoke at all ceremonies. By the end of 1970 the Branch had erected 637 markers.

Archaeological Field Work

The Branch is not responsible for archaeology as such, nor does it undertake or direct any overall programme of field investigations such as those being carried out by the Province's major museums and university departments of Anthropology. However, in the course of historical research in connection with our marking programme, or in instances where sites have potential significance for development by Government agencies or other organizations, some field work is supported

During 1970 an extensive re-survey and identification of previously recorded archaeological sites in Huronia was continued. Some 50 have been examined to date and among the benefits which we hope will ensue is more positive identification of 17th century villages mentioned in the Jesuit Relations, Champlain's Journals and other contemporary records. Other projects supported included investigations of the

Northwest Company's inland headquarters, Fort William at Thunder Bay; an early 19th century Hudson's Bay Company post site on Garden Island at Lake Nipissing; and the site of the 18th century Matthew Elliott House at Amherstburg.
The branch also administers the Archaeological and Historic Sites Protection Act under which the Minister may "designate" a specific site of exceptional significance with the objective of preventing its disturbance by unqualified persons until it can be examined and, if necessary, excavated by experienced archaeologists. Requests for such designations are referred to the Archaeological and Historic Sites Board which makes relevant recommendations to the Minister. During 1970 the pre-contact Roebuck aboriginal village site near Spencerville was placed under designation.

Research Services and Publications
During 1970 the Branch continued to provide historical research services for other departments of the government, tourist organizations, historical societies, the Ontario Heritage Foundation, and various private organizations and individuals. A lengthy historical background research paper was compiled for the forthcoming Trent-Severn Report and various detailed research projects were completed for the Departments of Highways and Lands and Forests. A large number of enquiries were answered from members of the public interested in Ontario's history. Many of these were in connection with the plaques the branch had erected or with the Province's historical attractions while others were from students or authors writing on historical subjects. The departmental booklet "Ontario Historic Sites, Museums and Plaques" was compiled and historical information contained in other more general departmental publications was checked. The department's brochure "Historic Ontario" was highly praised by the delegates from federal and provincial agencies meeting at the Canadian Conference on Historic Resources held in Winnipeg and was selected as the best submitted.
Work was started on a project involving the publication of a series of historical press releases issued over the years in connection with our plaque unveiling ceremonies. For each ceremony a release had been issued giving a detailed story of the subject being commemorated. The branch feels that this information will be useful to schools as a teaching aid, as well as to tourist organizations and municipalities. Because of the large backlog of releases on hand and the continued production of 40 or so new ones annually, it will be necessary to make this a long-range project. Each set of published material commencing in 1971 will relate to the various educational regions of the Province and will be distributed on that geographical basis.

Special Projects and Exhibits
The branch's permanent exhibit, "Our Parliamentary Heritage", located in the Parliament Buildings, continues to be a focal point of attraction to visitors on the regularly scheduled tours and is seen by many thousands of person annually, a large proportion of whom are schoo children.
An inventory of the Province's remaining pre-Confederation buildings, directed by Professo W. S. Goulding of the School of Architecture, University of Toronto, was continued and it is hoped that by 1971 consolidated lists and a publication drawing attention to some of the outstanding structures will be completed.
In 1970 the branch provided a secretariat for the Canadian Congress on Historical Resource and took part in arranging the group's annual meeting held this year in Winnipeg. In addition a secretariat was provided for the Archaeological and Historic Sites Board and for the John Graves Simcoe Memorial Foundation.

Museums Section
During 1970, our staff museums advisers continued the programme of providing technic administrative and display advice and assistance to the 208 museums in Ontario. This total represents an increase of 25 museums over 1968 and seven more than in 1969.
The advisers visited 135 museums and met wi 35 governmental, municipal, corporate and private organizations interested in museums and their development to discuss matters of planning, display, financing, governmental assistance and organizational procedures. Our display technique improvement programr was emphasized during the year, and we provided plans, illustrations, assistance and advice to 15 museums to improve their displa Of this number, eight were accepted and completed for the 1970 museum season with the others in various stages of construction.
In 1969, 101 museums qualified for an averag departmental grant of $877 totalling $88,649. In 1970, 111 museums qualified for an averag grant of $862 totalling $95,706, an increase of 10 museums and $7,057 over the 1969 figures During 1969 a successful museum training

programme was begun with the co-operation of the Canadian Museums Association and the Ontario Historical Society's Museums Section, and included two three-day seminars organized for the instruction of museum personnel in the province. In 1970 the programme was continued with the museums advisers organizing, co-ordinating and instructing at three more 3-day seminars in Thunder Bay, Perth and North Bay. During 1970 our senior adviser was appointed to the National Museum Training Committee of the Canadian Museums Association. The success of the museum training programme in Ontario prompted the Canadian Museums Association to present similar seminars in Quebec, Alberta and British Columbia. This was designed as a pilot project for museum organizations and instructors in these regions so that they would be in a better position to establish a similar programme in their areas. Our senior museums adviser acted as chief instructor for this series of seminars conducted across the nation.

The Museums Section keeps in touch with developments and progress in the museum field through memberships in professional organizations and subscriptions to museum publications. In addition, the advisers attended a number of museum seminars and conferences related to the development and improvement of museum methods and operations, most notably the Conference of Canadian Military Museums, the Canadian Museums Conference, the North East Museums Conference, as well as a two-week seminar at Cooperstown, New York, concerned with museum display and related subjects.

As in the past, the advisers also took an active part in planning and organizing the Ontario Historical Society Museums Section annual workshop, held in St. Catharines in 1970.

This office continues its annual statistical surveys in compiling and publishing museum attendance figures, maintaining detailed administrative data on all museums, and preparing, publishing, and distributing the list of names and addresses of all curators and persons in charge of museums in the province.

The Archaeological and Historic Sites Board

This 12-member body acts in an advisory capacity to the Minister of Public Records and Archives on matters within his jurisdiction pertaining to history and archaeology. It includes some of the province's outstanding historians and archaeologists as well as the current president of the Ontario Historical Society and other private citizens noted for their knowledge of the province's regional history. Meetings are held at approximately six-week intervals from October to June and, during the summer months, the members speak at each of the plaque unveiling ceremonies.

The Board is responsible for giving consideration to the large number of requests for historical commemoration received annually and makes relevant recommendations to the Minister. In 1970 over 200 such requests were considered in detail, in addition to some 50 plaque research projects submitted directly by the branch staff. The Board is also responsible for detailed consideration of requests from archaeologists and other interested persons that important archaeological sites be designated or that financial support be granted for field investigations.

Appendix A

List of Historical Plaques Erected in 1970

The historical plaques erected during 1970 on the advice of the Archaeological and Historic Sites Board of Ontario are listed here under the counties or districts in which they are located. The brief descriptive notes which have been added are not copies of the actual inscriptions on the plaques, but are intended merely to indicate the nature of the subject commemorated.

*Indicates plaques with English and French texts.

ALGOMA

Ripple Rock — Describes an unusual geological feature created as a result of the action of waves on an ancient shoreline some two billion years ago. (Highway # 17, 1½ miles west of Desbarats and 3 miles east of St. Joseph Island Road).

The North West Company Post — Commemorates the transfer and re-establishment of this important fur-trading post on the Canadian side of the St. Mary's River. The complex included a canal and lock and a sawmill. (The eastern end of the Canadian locks at Sault Ste. Marie).

COCHRANE

Niven's Meridian — This important meridian line, surveyed by Alexander Niven, was the first step taken by the Ontario government in the exploration and development of the northeastern section of the province. (Highway #11, about 2 miles west of the town limits of Cochrane).

DURHAM

St. Marks Church 1822 — Commemorates this attractive pioneer church, which was originally consecrated to St. John the Evangelist. Here, on July 26, 1959, H.M. Queen Elizabeth and H.R.H. Prince Philip attended morning service. (St. Mark's Church, King Street, Port Hope).

ESSEX

The Hon. Alexander Grant 1734-1813 — One of the most prominent of this area's early settlers, Grant served on the province's Legislative and Executive Councils, as Administrator-President of Upper Canada, and commanded the naval forces on Lakes Erie, Huron and Michigan. (St. John's Church, Sandwich Street, Windsor).

GRENVILLE

Bytown and Prescott Railway Company 1850 — This pioneer railway, opened in 1854, ran from Prescott to Bytown (Ottawa) and was the first to serve the nation's future capital. (Highway #2, across from Fort Wellington, Prescott).

Lieut.-Col. Thain Wendell MacDowell, V.C., D.S.O., 1890-1960 — Honours this World War I hero whose courageous actions during the Battle of Vimy Ridge in 1917 earned him the Victoria Cross. (Corner of Maitland Road and Highway #2, Maitland).

HALDIMAND

Wilson Pugsley Macdonald 1880-1967 — This internationally known lyric poet was the author of "A Flagon of Beauty" and "Caw Caw Ballads" and a strong advocate of the preservation of unspoiled nature. (Village of Cheapside, Walpole Township).

HALTON

La Salle at the Head-Of-The-Lake — Commemorates the landing of this famous French explorer in the vicinity in July 1669, and his visit to Tinawatawa, a nearby Indian village. (La Salle Park, North Shore Blvd. East, Burlington).

Frederick Arthur Verner 1836-1928 — A well-known early painter, Verner recorded many scenes of Indian life, and buffalo herds, in the West. Several of his works are in the National Gallery of Canada. (On the grounds of Sheridan College, Oakville).

KENORA

Ontario Boundary Dispute — Details the story of the settling of Ontario's boundaries to the west and north, following Canada's acquisition in 1869 of the Hudson Bay Company's lands in that area. (On the grounds of the Lake of the Woods Museum, Kenora).

Sieur de la Vérendrye 1685-1749 — An outstanding early explorer and fur-trader, he was born at Trois Rivières and traversed much of what is now north-western Ontario, southern Manitoba and North Dakota. (Pitcher's Point, Fort Frances).

KENT

The Founding of Bothwell, 1855 — Describes the establishment of this town and the founding role played by George Brown, one of Canada's most prominent Fathers of Confederation. (In front of the Town Hall, Bothwell).

LANARK

Founding of Carleton Place — Originally known as "Morphy's Falls", settlement in this vicinity began in 1819. A community was established by 1824, and it was first incorporated in 1870. (Centennial Park, Flora Street, Carleton Place).

"Auld Kirk" 1836 — This attractive old stone church was constructed 1835-36, and was built by the Presbyterian settlers of the area. (On the church grounds, about 2 miles west of the junction of highways 29 and 44 in Almonte).

LENNOX & ADDINGTON

Madeleine De Roybon D'Allonne — Commemorates the first female landowner in what is now Ontario. She came to the region about 1679 and settled in the Collins Bay area. Her establishment was destroyed by the Iroquois in 1687 and she was taken prisoner. (South side of highway #33 at Parrot Bay).

MIDDLESEX

Paul Peel 1860-1892 — This prominent early Canadian painter, well known for his studies of the human figure and for landscape, is well represented in the major Canadian art galleries. (On the grounds of the London Public Library and Art Museum).

MUSKOKA

Founding of Bala 1868 — Describes the establishment of this community, now one of Muskoka's foremost summer resorts. (Bala Falls Park, near the Moon River).

NIAGARA (Regional Municipality of)

Lance-Corporal Fred Fisher, V.C. 1894-1915 — describes the courageous actions of this World War I hero, who won the Victoria Cross in April, 1915, during the second Battle of Ypres. (Memorial Park, St. Paul Street West, St. Catharines).

Founding of Port Colborne — The site of this community was chosen in 1831 as the southern terminus of the Welland Canal, and streets were laid out by the Company in 1834. It was later developed as a wheat-shipping point, railway junction and industrial centre. (City Hall, Port Colborne).

Joseph-Geneviève, Comte De Puisaye — A French Royalist émigré, he established a settlement a short distance north of York (Toronto) and in 1799 purchased and lived on the property adjacent to the site of this plaque. (East side of the Niagara Parkway about 4 miles south of Niagara-on-the-Lake).

NORTHUMBERLAND

Marie Dressler 1868-1934 — Commemorates this internationally famous actress who was born in Cobourg. (St. Peter's Anglican Church, 240 College St., Cobourg).

OTTAWA-CARLETON

Christ Church 1838 — This handsome stone church, built in the style of the early Gothic Revival, served the area's earliest Anglican settlers. (On the grounds of the church, Third Line, Huntley Twp. about 3 miles from Carp).

OXFORD

Wolverton Hall — Marks this fine old brick house, built about 1854-55 by Enos Wolverton, the founder of Wolverton Village. (Wolverton Hall, Wolverton).

PEEL

Credit Indian Village 1826 — This village was built by the government for a group of Christianized Mississauga Indians. Pressure from local white settlement and a decline in the Indian population led to the abandonment of the village in 1847. (On the grounds of the Mississauga Golf Club, Town of Mississauga).

PETERBOROUGH

Trent University — Describes the founding of this university, which became a degree-granting institution in 1963. (At the driveway entrance to the Bata Library Building, Trent University, Peterborough).

The Hutchison House 1837 — This handsome stone house was owned and occupied by Dr. John Hutchison, Peterborough's first resident physician and one of the settlement's most prominent citizens. It was bequeathed to the Peterborough Historical Society in 1969. (The Hutchinson House, 270 Brock Street, Peterborough).

SIMCOE

Franklin Carmichael 1890-1945 — One of the founders of the "Group of Seven" and its youngest member, Carmichael had a distinguished career as an artist, industrial designer and teacher. (On the grounds of the Public Library, Mississauga Street, Orillia).

THUNDER BAY

The Port Arthur, Duluth and Western Railway Company — This northern pioneer railway was built to serve the silver mining region south-west of the Lakehead and to tap the iron ore deposits of northern Minnesota. The collapse of the silver boom ended the Company's brief career and it was purchased by the Canadian Northern Railway in 1899. (Site of the railway's former station at Hymers).

The "Outlaw" Bridge — This bridge, the first to span the Pigeon River, was opened in 1917, and

built principally by the Rotary Clubs of Fort William, Port Arthur and Duluth. Erected without any formal international agreement, it was named locally the "Outlaw Bridge". (Middle Falls Provincial Park, Highway #61 at the Pigeon River).

TORONTO (METROPOLITAN)

York University — Describes the founding of this university which was incorporated on March 26, 1959. (In front of the Stong Building, York Campus, Keele Street and Steeles Avenue, Toronto).

The Enoch Turner School 1848 — Commemorates Toronto's oldest remaining schoolhouse. It was built by Enoch Turner, a wealthy brewer, as a "free school" for the adjacent area. It was taken over by the Toronto Board of Education in 1851. (On the schoolhouse grounds, 425 King St. East, Toronto).

Gibraltar Point — This was the site of fortifications begun in 1794 to protect the western entrance to Toronto's harbour. The area later became known as "Hanlan's Point" after the family of the world-champion sculler "Ned" Hanlan, who settled near here. (Near the ferry dock, Hanlan's Point, Toronto Island).

The Canadian National Exhibition — Canada's best known exhibition was first held in Toronto in 1879. It quickly gained national stature, and over the years has played an important role in many aspects of Canadian life.
(Entrance to the Queen Elizabeth Building, Exhibition Park, Toronto).

UNITED KINGDOM

Stephen Butler Leacock 1869-1944 — Commemorates this internationally known author and humorist at his birthplace in Hampshire, England. ("Leacock House", Swanmore, Hampshire, England).

WELLINGTON

Guelph City Hall 1856 — This fine example of classical architecture was built shortly after Guelph became incorporated as a town. It retains much of its original appearance.
(Guelph City Hall, 59 Carden Street, Guelph).

Early Settlement in Erin Township — This settlement took place on land purchased from the Mississauga Indians in 1818. It was surveyed shortly thereafter and the first settlers arrived by 1820.
(On the grounds of the Community Centre, Ballinafad).

WENTWORTH

"Claremont Lodge" and "Auchmar" 1855 — These two attractive buildings originally forme part of the property named "Claremont Estate" which was owned by a prominent Hamilton merchant and politician, the Hon. Isaac Buchan. (At the "Gate Lodge", 71 Claremont Drive, Hamilton).

The Burlington Glass Works 1874 — Marks th site of one of the most important 19th century's 'glass houses' in Canada. It produced a large variety of glassware and items still existing today are highly valued by collectors.
(Corner of Burlington and MacNab Streets, Hamilton).

The Dundas Town Hall — Designed in a versio of the Roman Classic, and completed by 1849, it is considered today to be one of the most attractive early municipal buildings in Ontario. (Dundas Town Hall, Dundas).

YORK

Stephen Butler Leacock 1869-1944 — Honou this internationally known author and humorist in the area where he was raised and where he is now buried.
(St. George's Church, Georgina Twp., junction Sibbald Point Provincial Park Road and the Lakeshore Road, about 3½ miles from Sutton).

Appendix B

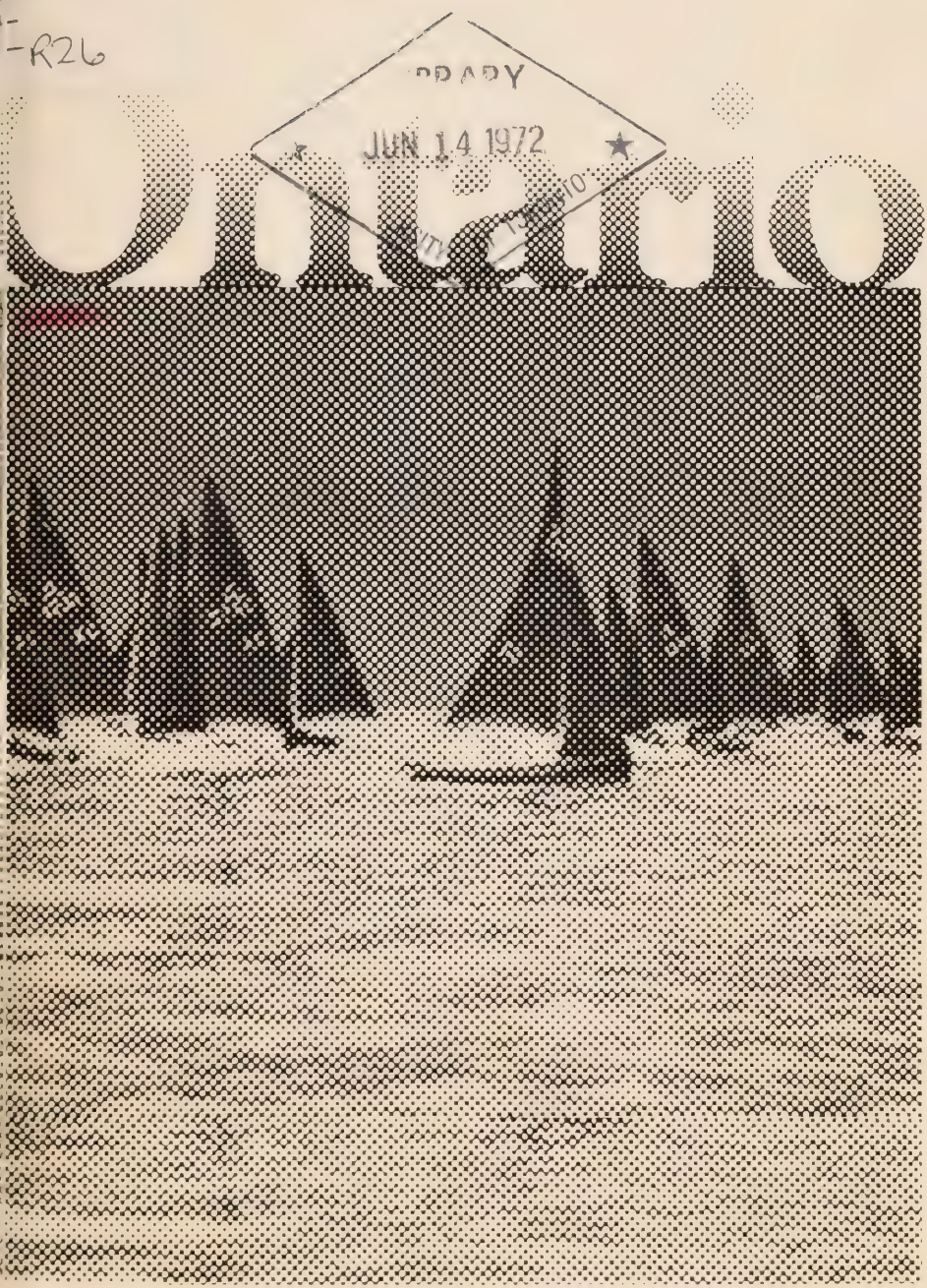
Donations to the Archives

Apart from material acquired by purchase, or transferred from Ontario government agencies the Archives was fortunate during 1970 in the co-operation which it received from private, municipal, and institutional owners of historical documents and pictures. The following includes the names of the donors of the larger or more significant collections during the past year:

Mr. A. Adamson, Port Credit;
Mrs. C. S. Band, Toronto;
Mr. V. B. Blake, Toronto;
Mr. R. Boak-Burns, Welland;
Miss Frances Caddy, Sault Ste. Marie;
Mr. F. W. Campbell, Michigan;
Mrs. G. Carr, Islington;
Mrs. B. Cunningham, Sault Ste. Marie;
Mrs. L. Donaldson, Galt;
Mr. E. B. Easson, Toronto;
Mr. N. Found, Peterborough;
Miss M. Gibson, Toronto;
Mrs. J. Good, Toronto;
Mr. R. Greenhill, Toronto;
Mr. R. Hazeldon, Orono;
Mr. W. G. Holland, London;
Mrs. M. Jackson, Michigan;
Mr. S. S. Jameson, Glenbow Foundation, Calgary;
Mrs. E. Jeffery, Midland;
Mrs. J. Logie, Deep River;
Mrs. W. S. Mahon, Willowdale;
Mrs. T. D. McGaw, Cobourg;
Mr. H. McKanday, Toronto;
Mr. H. Moetzing, Toronto;
Mrs. H. D. Munnick, Oregon;
National Council of Y.M.C.A.'s, Toronto;
Mrs. A. St. John, Hornby;
Mrs. S. J. Sharp, California;
Mr. N. Shier, Lakefield;
Bishop W. J. Smith, Pembroke;
Mrs. W. Sparks, Toronto;
Mr. P. C. Stephens, Glencairn;
Mrs. D. Taylor, Bloomfield;
Mr. D. Taylor, Picton;
Miss B. A. Thompson, St. Catharines;
Mr. Justice J. L. Wilson, Toronto;
Workers' Educational Association of Canada.

GOVT PUBNS

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BRADY
JUN 14 1972

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Annual Report 1971

he Department of Tourism
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nd Archives

Annual Report 1971

GOVT PUBNS





Hon. Fern Guindon, Minister of Tourism and Information

TO: The Honourable
W. Ross Macdonald,
P.C., C.D., Q.C., LL.D.
Lieutenant Governor of the
Province of Ontario
in council

MAY IT PLEASE YOUR HONOUR:

The undersigned has the honour to transmit herewith the Twenty-sixth Annual Report of the Department of Tourism and Information and the report of the Department of Public Records and Archives, for the calendar year 1971.

I have the honour to be, Sir,

Your obedient servant,

Fern Guindon

Minister of Tourism and Information

Toronto, Ontario
April, 1972

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ntroduction

n 1971 Ontario's tourism industry continued o register gains over the past year.
n some instances the number of campers during the summer season increased by 100% nd tourist establishments in some areas were perating at full capacity.
n 1971 the number of U.S. vehicles entering Ontario increased by 68,000 to a total of 7.8 nillion, or approximately 1% more than in 970. Of more significance, long-term (one or more nights) traffic from the U.S. grew by bout 190,000 vehicles to a total of 2.3 nillions – an increase of about 9% over the revious year. Taking into account that pproximately 80% of all U.S. tourist spending n Ontario is by long-term visitors, it may be oncluded that overall tourist spending in Ontario increased over the past year. This ncrease reflects the better promotion of mproved facilities and the new attractions.
The steady growth rate over the years is ndicative of a healthy industry that continues o flourish despite sometimes adverse economic conditions and increased world competition for the tourist dollar.
Attendance at Upper Canada Village, Old Fort Henry, Sainte-Marie among the Hurons and the Canadian National Exhibition increased n 1971. The Polar Bear Express also attracted more patrons. The Ontario Science Centre attracted close to one million patrons in 1971, about 300,000 fewer than in its first season ast year. The difference is believed to be due o special opening year tours. In its first year, Ontario Place attracted more than two million visitors.
The Shaw Festival Theatre had an increase in revenue, the Stratford Festival Theatre filled about the same percentage of seats, but attendance at the Avon Theatre was up.
The Department of Tourism and Information is paying special attention to attracting more visitors in the "shoulder seasons" – mid-April to mid-June and mid-September to mid-November. In addition the Department now promotes winter sports and outdoor activities far more than before.
The Department has stepped up its efforts to nterest the travel trade – tour operators, automobile clubs and carriers – in Ontario package tours with the emphasis on group travel.
By extending the season and thus encouraging operators to stay open for longer periods of the year (12 months in some cases) the Department can make possible an upgrading of all tourism facilities not practical over a short season.
This is the last Annual Report of the Department of Tourism and Information.
The Department has joined with the Department of Trade and Development to form the new Ministry of Industry and Tourism.
Ongoing tourism programs under this ministry include promotion, research, planning, development and field services.
Other programs previously reporting to the Minister of Tourism and Information have regrouped and now report to these Ministries:

The Department of Public Records and Archives The Ontario Science Centre	Ministry of Colleges and Universities
The Theatres Branch of the Department of Tourism and Information	Ministry of the Attorney General
The St. Lawrence Parks Commission and Huronia Historical Parks and Fort William	Ministry of Natural Resources

Ontario's tourism department began in 1946 as the Department of Travel and Publicity. In 1964 this was changed to the Department of Tourism and Information.

The Department of Tourism and Information

Information and Promotion Division

This Division worked with the Planning and Development Branch, field staff and the Co-ordinating Council of Southwestern Ontario in preparing a tourism marketing and development plan for the Southwest. The plan, presented at well-attended public meetings at Chatham, Owen Sound and Stratford analysed the strength and weaknesses of existing tourism programs. It provided guidelines for the future, and urged co-operation and co-ordination of all tourism efforts in the area.

In 1971, the Division co-operated with the Stratford Festival on the occasion of its first appearance at the Tyrone Guthrie Theatre, Minneapolis. The Division worked with the Shaw Festival, the Canadian Government Travel Bureau and the Metropolitan Toronto Convention & Visitors Bureau to launch an Ontario Week in Rochester, New York.

It co-operated with the University of Western Ontario's School of Business in the preparation of two marketing case histories based on the experiences of the Department.

In co-operation with the Prime Minister's Office, the Division co-ordinated the events and publicity connected with the opening of the Interpretation Centre at Sainte-Marie among the Hurons and on-the-site ceremonies marking the reconstruction of Old Fort William at Thunder Bay.

Following a seven year absence, the Stratford Film Festival was brought back with the assistance of the Division, working with the Stratford Festival, the Stratford Chamber of Commerce and the Ontario Film Institute.

The Information and Promotion Division consists of three Branches: Advertising, Publicity and Information.

Advertising Branch

The Department's advertising program must communicate Ontario's appeal as a first class, all-season vacation destination, easy to reach, rich in natural beauty and resources as well as sophisticated urban pleasures and entertainment. Ontario's pageantry, colour, history and culture offer a great choice of lively and exciting things to see and do in cities, towns and rural areas . . . as well as an unspoiled outdoors where visitors and vacationers can enjoy one of the world's most attractive natural environments, and an abundance of natural wildlife, fishing, boating, hunting and camping.

Objectives

1. To assist the Department in its overall objective of maintaining Ontario's share of U.S. and Canadian travel expenditures.
2. To increase levels of favourable awareness among prime prospects in U.S. and Canadian markets having the greatest potential for Ontario tourism.
3. To build conviction that Ontario is a desirable all-season vacation destination.

Benchmarks

Two previous recall studies of marketplace awareness of Ontario advertising in 1969 and in 1970 provide an excellent benchmark for performance comparison of the 1971 advertising program.

	1969	1970	1971
Claim to have seen Ontario advertising	25%	26%	35%
Gave related recall	16%	21%	30%

Campaign

Advertising in 1971-72 was concentrated in those areas of the U.S. and Canada which offer the greatest potential for travel to Ontario. The heavily populated north central and north eastern states encompassing New York, New Jersey, Connecticut, Massachusetts, Pennsylvania, Ohio, Michigan, Wisconsin, Indiana, Minnesota, Illinois, Maryland and Washington D.C. make up 45% of the U.S. population and generate 90% of the U.S. travel expenditures in Ontario. Selective spot television continues to be the major medium of communication with our prime markets in the U.S. and Canada. This is based on the principle that concentration in one medium is desirable until advertising schedules in a medium have reached proportions where optimum results have been obtained.

During the peak spring/summer campaign, commercials were carried on 62 stations in 23

markets in 13 States and reached an average of 14 million households weekly.

	Spring/ Summer	Fall	Winter
	10 Weeks	4 Weeks	8 Weeks
U.S.			
Weekly reach (households)	14,124,000	2,311,000	2,747,000
Markets:	23	5	8
Stations:	62	10	15
States:	13	3	5
Canada			
Weekly reach (adults)	2,222,000	2,022,000	1,086,000
Markets:	3	8	2
Stations:	7	15	5
Provinces:	3	8	2

Creative

The dynamics of television enable us to convey vivid and memorable impressions of Ontario by giving our prime tourist prospect a series of inviting 60 second "mini vacation" experiences covering the entire province. Basically the strategy is designed to communicate seven distinct yet interrelated impressions of Ontario.

Fun and Water – depicting the abundance and diversity of water in Ontario . . . splashing fountains, rippling streams, cascading waterfalls, exciting water sports, tranquil water recreation.

Fishing and Outdoors – appealing to the sportsman prospect with a demonstration of the variety of activities available ; the abundance of lakes and rivers, streams and forests, good roads and trails, shore dinners over an open fire.

Attractions and Activities – places to go and things to see and do ; from natural wonders to cultural attractions, historic landmarks to the world's finest participating Science Centre.

Magical Feelings – a concept designed to appeal to people's desire to get away from the pressures of modern life, to a feeling of freedom in Ontario's outdoors, in the uncomplicated days and magical feelings of childhood.

Autumn in Ontario – two commercials giving visual evidence of the glorious autumn colours and ideal weather awaiting the fall vacationer, along with the colourful activities of rodeo, fall fairs, and sportsmen's interests.

Winter Activities – featuring Ontario as a winter playground for skiing, snowmobiling, skating, ice-boating, ice fishing, winter carnivals . . . and depicting the good facilities and accommodations available.

Skiing – designed to appeal to the serious ski enthusiast.

Publications

The literature program for 1971 saw the development of a new series of carefully integrated pieces designed to create general and specific interest in Ontario.

Five general information books were made into one. It contains 112 pages of illustrations and prose carefully capturing all that Ontario represents in a tourism sense.

The flag on the cover was chosen because it symbolizes the whole province and complements our theme "friendly, familiar, foreign and near".

Ontario Boating

This publication combines information on Marine Facilities and Cruising.

Ontario Campsites

The object of this, and all information books is to provide the detailed information required by a visitor to Ontario. In this case by the camper and canoeist. Inextricably woven throughout the book is information that sells Ontario as a whole.

Ontario Accommodation Guide

This book lists places, rates and other relevant accommodation information.

Poster Folders

What appears to be a conventional booklet is soon revealed to be a colourful poster suitable for framing, or equally at home, casually pinned on a den or cottage wall. Poster folder subjects include Ontario in winter, fishing, wild fowl and big game hunting, rocks and minerals.

A research study was initiated in the summer of 1971 to evaluate the publications' program among U.S. inquirers. Interviews were conducted in five prime U.S. markets among qualified respondents who had received and reviewed promotional material sent by the Department. A study of the results indicate that the 1971 Ontario travel promotion materials had been received very well by those who wrote for them. Eighty-eight percent said they were extremely satisfied, or quite satisfied with the materials. The 1971 summer promotional materials would seem to have achieved the main objective of creating a more favourable attitude towards Ontario.

The main reasons given for liking the new materials generally related to their being informative, detailed, attractive, and having good photography.
To reach the sportsman interested in fishing and hunting, full colour pages were placed in Outdoor Life, the top outdoor magazine in the U.S. This supported the efforts of operators of hunting and fishing lodges, and bolstered their own ads that listed specific details of facilities.
A special ad campaign has been appearing in magazines with high socio-economic audience characteristics, featuring people deeply involved in northern Ontario. This is designed to reach an important selective segment of our potential market, the affluent, sophisticated vacationer. Photographed in their natural northern Ontario habitat by world-famous Yousuf Karsh, were conservationists, geologists, miners, guides, railroaders and prospectors.

Conclusion
The Ontario Department of Tourism and Information advertising program based mainly on television and supplemented by selective magazines has achieved a substantial increase in advertising awareness in 1971 and is continuing to meet the objective "to increase awareness of Ontario as a desirable vacation destination."

Co-operative Advertising
In 1971 the Department of Tourism joined in co-operative advertising campaigns with other tourism jurisdictions in Canada to broaden the advertising impact in our prime domestic marketing areas. Co-operative ventures:

1. The Department of Tourism and Information for Ontario, joined the Province of Quebec Department of Tourism, Fish and Game in a campaign featuring the Heritage Highways vacation route from Niagara Falls to Percé. This campaign, designed to stimulate travel in the two provinces, utilized selective spot television as its principle medium.
2. Ontario joined the Province of Quebec, Department of Tourism, Fish and Game and Air Canada in an autumn colour campaign, designed to stimulate travel from western Canada to Ontario and Quebec. The advertising ran in western regional editions of Maclean's, Readers Digest, the Financial Post, daily newspapers, and on radio stations in major western markets.
3. Twenty-two Regional Tourist Councils, using the full range of mass media, took advantage of the co-operative advertising program support offered by the Department to promote local tourism in Canada and the U.S.

Advertising Awards
In 1971 the Department was the recipient of a number of advertising awards.

1. **Canadian Commercial Festival – Toronto**
   Date: June 23, 1971
   Award: Award of Merit
   Category: Campaign
   Title: "Fun Filled Waters"
   "Activities and Attractions"
   "Magical Feelings"
   Award: Special Consumer Panel Award – Best in Festival
   Category: Campaign
   Title: "Fun Filled Waters"
   "Activities and Attractions"
   "Magical Feelings"
   Award: Special Consumer Panel Award – Best Campaign
   Category: Campaign
   Title: "Fun Filled Waters"
   "Activities and Attractions"
   "Magical Feelings"
2. **11th Annual International Broadcasting Awards – Hollywood**
   Date: March 23, 1971
   Award: Certificate of Merit
   Category: Series
   Title: Adventure Vacation Series
   "Fun Filled Waters"
   "Magical Feelings"
   "Falling Leaves"
3. **International Film & TV Festival – New York**
   Date: October 22, 1971
   Award: Bronze Medal
   Category: Film Strips and Slide Films
   Title: "Endless Interplay"
4. **The American Television & Radio Commercials Festival – Clio – New York**
   Date: June 7, 1971
   Award: Recognition
   Category: Best Musical Scoring
   Title: "It's All Here"
5. **All Japan Radio & Television Commercial Council – Tokyo**
   Date: September 27, 1971
   Award: Diploma
   Category: Series
   Title: "Autumn Leaves"/"Fun Filled Waters"/"Activities and Attractions".

Publicity Branch

The role of the Publicity Branch is to develop a working relationship with the communications media, concentrating on the travel and tourism areas. This is to encourage them to give recognition to Ontario and its tourist assets when communicating with their audiences.

Working through four sections it performs these functions:

1. Maintains contact with representatives of the media through various professional and educational organizations.
2. Provides support services to other individuals and agencies encouraging tourism in Ontario. Such agencies include Regional Tourist Councils, Chambers of Commerce, and Tourist Associations.
3. Provides photographic services for the Department, other Departments of Government, for general editorial use, for tourist promotion originating outside of the Department, and organizes and operates familiarization tours of the province.
4. Prepares and distributes specialized travel articles.
5. Produces and distributes motion pictures.
6. Provides support services to other Departments of Government.

Press Relations Section

Every major daily newspaper, many dailies in smaller communities, weekly supplements to such newspapers, suburban and community weeklies, devote considerable space to travel and Outdoor recreation. There are numerous national and regional outdoor and recreational publications, special interest magazines, educational publications, radio and television programmes, as well as company, trade association, labour, fraternal and service club publications. It is the prime responsibility of the press relations section to provide these media with timely, pertinent, credible, well written material about activities, attractions, and events in the Province. The objective obviously is to encourage the use of this material in the various media on a "no-cost" basis. To accomplish this, the Department employs a staff with a proven record in the Outdoor and Recreation writing field.

While most of the stories promote Ontario summer, this section also pursues the four-season approach in accordance with over-all department promotion. In addition to summer attractions, the plan is designed to promote fall, winter and spring vacations throughout the province, stressing in all programs that Ontario is a year-round vacationland. As in every branch of the Department, this section gives growing emphasis to year-round promotion, year-round plant and year-round tourism.

Distributed before the arrival of spring are articles on such events as Ottawa's Tulip Festival and the annual Blossom Festival in the Niagara Peninsula. In the fall, the emphasis is on foliage tours through Muskoka, Haliburton and areas further north, fall agricultural fairs, and the big Royal Winter Fair. Next come articles featuring Ontario's 100-plus ski areas, snowmobiling, ice-fishing and winter carnivals.

To achieve the optimum in story and pictorial exposure, the section long ago discovered that the "rifle" rather than the "shotgun" brings far greater results in story placements. Moreover, it was discovered that to send out stories too frequently not only divests them of news value, but creates a nuisance value with editors.

Up to date mailing lists with particular attention to specialization are maintained, to ensure provision of appropriate material, and to avoid unnecessary duplication. Included is the 560-member Society of American Travel Writers, representing North America's big circulation newspapers, international magazines and auto clubs. Another list includes members of the Outdoor Writers of America. The section maintains a list of 500 U.S. daily newspapers within Ontario's prime tourist market, from the mid-west to the Atlantic Seaboard and south to Kentucky. The Ontario list of dailies and weeklies, radio and T.V. stations is supplied with releases on a regular basis. There is also a Canada-wide list. Finally, there are more than 1,200 U.S. and Canadian trade (special audience) publications whose combined circulation far exceeds that of all daily newspapers in North America.

The section also publishes "Synopsis", illustrated Ontario travel and outdoor stories. It is sent to a specialized mailing list of approximately 1,200 publications.

In 1971 the department's outdoor writer accompanied several writers and photographers throughout the province. As a result, a number of articles, newspaper stories and photo illustrations gave prominence to Ontario tourism attractions.

1971 Assignments

April – Rainbow trout fishing story, Owen Sound area, with Nick Karas, Field and Stream magazine.

May – Spring bear hunt, northern Hastings area, with Dave Richey, outdoor writer from Michigan. S.A.T.W. Mid-Atlantic Chapter tour to Toronto. Trout fishing trip, northern Algoma, with Dave Richey for True Fishing Annual.

June – To Moosonee with Garrett Sutherland, travel writer from North Carolina and Chantal Beauregard, C.B.C. French radio network. Ethnic Press tour to Southwestern Ontario.

July – Fishing trip with Doug Knight from New York, stories for Field and Stream and Sports Afield. Houseboat fishing trip on Rainy Lake with Pete Czura, Field and Stream. Assist Tom Opre of the Detroit Free Press, with fishing film at North Caribou Lake. Assist Mrs. Eva Prager, free-lance illustrator with photographs in Toronto area.

August – Accompany Pat Snook, Chicago on canoeing, camping trip, Killarney area.

September – Accompany Hank Andrews, Cleveland Press and Jim Robey, Dayton Herald on fishing trip, northern Algoma. Also Roger Latham, Pittsburgh Press on moose hunt in the Cochrane area.

October – Moose hunt north of Kenora with A. Pollock, F. Harke and H. Pazulla of the North German Lloyd Association.

November – Eastern Ontario deer hunt, with Nick Karas for Field and Stream.

Photographic Services Section

During the year, branch photographers were on assignment in all areas of the province. Some specific assignments included: Lake Huron beaches, the Niagara Peninsula, Huronia, the Bruce Peninsula, Manitoulin Island, Algoma, Killarney and the Cochrane area.

Winter photography included the following areas: Hockley Valley, Huronia Ski Areas, Muskoka Ski Areas, Talisman Ski Resort, Blue Mountain Winter Park and the Thunder Bay Ski Areas.

A staff member participated in ski seminars at Buffalo and Cincinnati in co-operation with the Canadian Government Travel Bureau.

Special winter events included: Canadian Ski Instructors Alliance School at Beaver Valley, winter carnivals at Saulte Ste. Marie, North Bay, Barrie, Huntsville, Kenora and Dryden, North American snowmobile and figure skating championships and the Motor Sports race at Peterborough.

Other special events included: The Niagara Blossom Festival, the Ottawa Tulip Festival, Cornwall Bathtub Races, Can-Am Race at Mosport, CORK regatta, Kingston, the 10th anniversary of Upper Canada Village, the official opening of Sainte-Marie among the Hurons Museum, the Brampton Fall Fair, the Port Carling Antique Show, Muskoka Fall Colour display, the Migration Festival at Kingsville, and the Kitchener/Waterloo Oktoberfest.

In addition the section covered photographic assignments for: The Lieutenant Governor's office, the Prime Minister's office, the Legislative Assembly, the Speaker's office, the Civil Service Commission and these government departments: Provincial Secretary and Citizenship, Public Works, Correctional Services, Financial and Commercial Affairs, Colleges and Universities.

During the year 2,562 negatives and 4,320 colour transparencies were filed.

Special Promotions Section

Activities of the Special Promotions section include promotion involving "first person" participation in visits to Ontario. The work entails arranging and conducting familiarization and story-gathering tours of Ontario for representatives of publishing and broadcast media, automobile clubs, travel agents, etc. Included in these categories are people from various parts of the world, but mainly those on assignment from major U.S. media.

The Convention Promotion program is proceeding with a mail convention solicitation. Personal letters are being sent to Association Executives throughout North America, and to a lesser degree, the world. Attendance at the American Society of Associations annual convention provides a direct contact with influential "convention site selectors", as well as providing an opportunity of keeping up-to-date on promotional activities of competitive areas. A Convention solicitation brochure and an up-to-date listing of Ontario's convention facilities is under preparation.

Other special promotion projects are listed in the Appendix.

Film Production and Distribution Section

This section maintains a library of more than thirty titles. During the year it produced two new films, "Springtime" and "Ontario's

Golden Season". These are Spring and Fall films designed to emphasize the Department's continuing effort to promote Ontario as a year round tourist destination.

In 1971, the section assisted the Ontario Science Centre with the production and distribution of its new film, "Corner of the World".

In Canada, films are distributed through the Department's film library located at Toronto headquarters through the inter-provincial service of the Canadian Government Travel Bureau, and the National Film Board promotion program. In the United States, distribution is through the Canadian Travel Film Library, and Modern Talking Pictures, a commercial distributor.

In 1971 the Department's film program reached an audience of 76 million.

Film Awards for 1971 Annual Report

MINAWANAMUT – Sunset Magazine Film Festival – Certificate of Excellence

WINTER POTPOURRI – Sunset Magazine Film Festival – Certificate of Participation

ONTARIO A LA CARTE – Tourist Industry Association of Canada – Canuck Award.

ONTARIO A LA CARTE – Michigan Outdoor Writers Film Festival – Teddy Award (First in category)

GONE FISHING – Michigan Outdoor Writers Film Festival – Citation of Merit.

Information Branch

This Branch is the travel counselling arm of the Department of Tourism and Information. It deals with individual prospects as opposed to the broad promotional message conveyed through mass media communications. In disseminating Ontario travel information it seeks to convert interested prospects into actual tourists.

This personalized communications approach embraces face-to-face travel counselling in major travel and sports shows in the prime U.S. market area, responding to mail and telephone requests for tourist information and assisting travel organizations which have a capability of promoting Ontario as a vacation destination. Such offices, located in Ontario and outside, are provided with bulk quantities of Ontario promotional literature.

The Branch pursues a program for the promotion of Ontario tourism in the U.S. and European markets through the travel trade. This activity is designed to encourage the creation of package tours and special group interest programs. This program is successful in generating new sources of travel to and within Ontario. A substantial amount of indirect advertising exposure is also gained in the promotion of these travel products by the participating segments of that specialized industry.

In 1971 the Department's representation at Ontario House, London, England was expanded to include a second specialized travel counsellor. This ensured the capability for increased contact, and promotional effectiveness in dealing with airlines, tour organizers, travel agents and Canadian Government Travel Bureau offices throughout the United Kingdom and Western Europe. These organizations are being encouraged, with increasingly successful results, to give greater emphasis to Ontario travel possibilities in their tour programs and marketing activities.

The Department has also expanded its activity in the United States to enable a more effective penetration of the travel trade market and to capitalize on the tourism potential it offers. This activity differs from that practised in Europe. Considerable attention is directed towards specific counselling outlets such as automobile clubs, public touring information offices maintained by oil companies, national travel bureaus, employee recreational clubs within major industries, special interest groups, travel-oriented associations, and offices of the Canadian Government Travel Bureau.

The objective is to educate the members of these counselling outlets regarding Ontario's tourist facilities and attractions; to encourage them to consider Ontario favourably as a desirable tourist destination, and to persuade them to influence their own clients or members, in favour of an Ontario vacation.
In both the European and U.S. markets the activities include a planned program of personal calls on these various segments of the travel industry, a scheduled mailing of travel news bulletins to provide pertinent up-to-the-minute information on travel facilities and tourist attractions, and a plan for familiarization visits for key personnel. Assistance is also provided in the preparation of tour routings, itinerary costings, reservation arrangements, and the production of promotional and tour brochures.
New for 1971, in support of these marketing activities, was the introduction of an audio-visual presentation using portable desk-top equipment. Within ten minutes it shows the main tourist attractions and events in the Province. Development work was also undertaken for the preparation of a Travel Trade Manual designed exclusively as a reference document for use within the travel industry. Under development is specialized promotional literature for use within and through various segments of the trade.

Information Services Section
The functions of this section are devoted to travel counselling and the dissemination of travel information on an individual basis by mail and telephone. In addition, it arranges for the distribution of bulk literature supplies to other counselling outlets in Canada and the U.S. It staffs and maintains a walk-in Travel Information Centre at the Department's Toronto headquarters for the visiting public.
The volume of travel inquiries remained similar to 1970, with approximately 200,000 prospects supplied with tourist information.
In view of a deteriorating mail delivery situation, particularly in the U.S., new methods of inquiry response servicing were introduced to ensure that prospective tourists received necessary vacation planning material in one communication, with the shortest possible delay. This necessitated an expanded role in the preparation of the informational content of the Department's promotional literature and the introduction of pre-packaged literature kits. This followed an extensive examination into the exact nature and volume of tourism inquiries.
In terms of overall counselling by this section in conjunction with the Department's Travel Information Centres, nearly two and a quarter million tourists and prospects were provided with Ontario travel information, and approximately five million pieces of literature distributed.
These counselling figures do not take into consideration the extensive activity performed by other organizations who receive bulk supplies of Ontario tourism material. Substantial allotments were supplied to Regional Tourist Council and Chamber of Commerce travel information offices in Ontario. In the U.S. similar support was extended to C.G.T.B. offices, auto clubs, touring services and travel industry outlets.
As a means of providing prospect leads to all segments of Ontario's tourist industry, the Inquiry List is produced and distributed daily to Regional Tourist Councils, Chambers of Commerce and accommodation operators, within the province. This listing of specific interest inquiries from potential visitors is designed to assist all segments of Ontario's tourist industry in attracting tourists to their particular areas and/or establishments. The content is compiled from mail and telephone inquiries received in the head office as well as from direct contact with the public at sports and travel shows in which the Department participates in the U.S. market.
Through the increased use of automated typing equipment in replying to detailed inquiries, a system of personalized replies is possible, and is designed to achieve a higher rate of conversion from prospect to actual visitor. With a greater emphasis being placed on this, 1971 saw a 26 per cent increase in the volume of personalized response.
A planned program of familiarization visits is an on-going action designed to provide counselling staff with first-hand knowledge of our tourism product, and to up-date the Branch's reference information section. During 1971 several sections of Northern Ontario were visited, including the areas from Kenora to Moosonee along with several shorter trips through the Southern and South-Central areas of the Province. The knowledge and experience gained was assembled into an audio-visual presentation for the benefit of all counselling personnel.

Travel Counselling Section
The travel and sports show program provides the Department with the means of making

direct personal contact at these events where large numbers of persons can be assumed to be prime tourist prospects.

During 1971, Department counsellors engaged in a new show program in conjunction with the Canadian Government Travel Bureau and other Canadian Provinces to promote travel to Canada in a jointly staffed exhibit. Our Department was represented in New York, Chicago, Milwaukee, Detroit, Columbus and Philadelphia. An individual Ontario exhibit was featured in Minneapolis.

Ontario winter vacations were similarly promoted at ski shows in Detroit, Cleveland and Minneapolis.

Direct travel counselling services to the U.S. public were provided through a co-operative program with the C.G.T.B. Ontario travel counsellors were assigned to several U.S. offices for a two week period during their peak inquiry season. This activity afforded an excellent opportunity to promote Ontario and provided a training experience for C.G.T.B. counsellors regarding Ontario's promotional literature, events, attractions, and methods of servicing Ontario travel inquiries. In 1971 the C.G.T.B. offices in New York, Chicago, Minneapolis, Cleveland and Pittsburgh were assisted in this manner.

With the increased development of convention business in Ontario, a travel counselling service was provided for conventions of an international nature. Literature is used extensively to support bids for conventions for Ontario and pre-convention mailings to prospective delegates. When conventions are held in the province, a trained counsellor is on hand to attempt to promote further travel and a longer stay in Ontario.

Travel Promotion Section

The program, designed to develop more travel to and within the Province of Ontario through the travel trade in the North American and European markets, was expanded and intensified this year.

For the U.S., the major effort was concentrated in the "prime market area", roughly within a thousand-mile radius of Toronto. This was aimed at identifying, encouraging, and assisting travel trade outlets which are in a position to promote travel, especially group travel, to the province. Particular emphasis was placed on the potential offered by tour operators, motor coach lines, retail travel agents, and airlines. Twenty-two trips were undertaken, covering Baltimore, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Indianapolis, Milwaukee, Minneapolis, Montreal, the New Jersey area, New York, Philadelphia, Rochester and Winnipeg.

A similar program of tourism promotion through the travel industry in the United Kingdom and Western Europe was continued for the second year. Prime emphasis was placed on airlines and tour operators having large volume marketing activities. More favourable airline fare structures combined with the growing awareness of North America as a saleable tourist package item is now producing some positive and favourable results. Areas of activity, consisting of personal visitations and mailing of travel information bulletins, were the U.K., Republic of Ireland, France, West Germany, the Netherlands, Belgium, Switzerland, Austria, Northern Italy, Spain and Portugal. To the largest extent these activities are arranged on a co-operative basis with the European offices of the C.G.T.B. and the interested airline carriers.

An important part of the travel promotion activity particularly in the U.S. market and other Canadian Provinces is the promotional mailing program consisting of the "Ontario Travel Highlights" bulletin. It is widely distributed in the main market areas to segments of the travel trade, but the prime emphasis is directed towards outlets which provide a public counselling function such as automobile clubs, touring offices, C.G.T.B. and travel-oriented associations. Seven of these mailings were completed in 1971 for the North American market and four in the European market.

Extensive use was also made of the newly introduced audio-visual presentation in all cities visited. It effectively provided greater familiarity with Ontario's many attractions and tourist appeals.

For the first time in 1971, the Branch participated in a series of seven travel industry trade shows in the Northeastern United States. Considerable interest in Ontario on the part of the travel trade was evident. Based upon the effectiveness of this presentation and the favourable response, a decision was made to be represented again in 1972.

During the year, it became apparent there was a need for an effective manual on Ontario, designed to meet the specific needs of the travel industry seeking more detailed information. Work was started on this in the latter half of the year, and the "Ontario Travel Trade Manual" is to be published in 1972.

Travel Research Branch

In keeping with its policy, the Travel Research Branch continued to provide the industry and the public with up to date information concerning the tourist plant.

The most significant contribution towards this was a report "An Analysis of Snowmobiling in Ontario, Winter 1969-1970." The growing popularity of this sport has generated considerable economic activity, creating much needed employment during the winter. The 113,289 snowmobiles in the province are owned by approximately 100,000 people who paid an average of $843.40 for their machines. Seventy-eight per cent of the vehicles were purchased for pleasure reasons. Estimated total expenditure during the snowmobiling season was $71.8 million. Other aspects of snowmobiling have proved not so encouraging, i.e. pollution, damage to property and the growing number of fatalities.

A Survey of Tourist Establishment Occupancy was completed for January and July 1971. Data for this survey was obtained from a random sampling of 10 per cent of Ontario tourist establishments.

Marketing Studies

U.S. Auto Exit Study – 1969

This report provided insight into the travel patterns and personal characteristics of U.S. visitors who travelled to Ontario by automobile. The five states of New York, Ohio, Michigan, Pennsylvania and Illinois, generated the majority of visitors to the province. The average income of heads of households was $11,580 and the largest occupation group was in skilled and unskilled labour. Hotels/resorts and motel/cabin units were the most popular type of accommodation used by U.S. visitors. Those respondents remaining more than 24 hours stayed an average of 4.71 nights. Total expenditure by all exiting parties was approximately $176.9 million.

Western European Travel To Canada and Ontario

As European visitors to Canada are steadily increasing, the report was updated to include 1970 figures. In 1970, 535,532 overseas visitors spent $152 million in Canada, and of these, 228,000 visited Ontario, spending approximately $62.5 million. Their expenditure generated an economic activity in the province of approximately $156.0 million. Overseas visitor expenditure represents 10.5 per cent of the total foreign tourist expenditure in Ontario.

Characteristics of Visitors to Northern Ontario

The main characteristics and expenditure patterns of U.S. visitors to Northern Ontario were discussed in this report. During July, August and September of 1969, 250,000 vehicles visited Northern Ontario; ⅔ of this number remained one or more nights. 60 per cent of the visitors originated in the East North Central region of the United States. Approximately half of the visitors were in the skilled or unskilled labour occupations. Average family income for all visitors was $11,670. The main reasons for visitors travelling to Northern Ontario were hunting and fishing.

Ontario Studies

A Tourist and Recreation Study of Pelee Island

The purpose of this study was to identify the salient characteristics of resources of Pelee Island as they relate to tourist and recreation opportunities. Any further development on the Island would necessitate the building of extensive water and sewage facilities as the limit of unserviced development has been reached. There is a potential market for the expansion of marina and light aircraft facilities. An official land use plan for the Island is urgent in order to determine future development.

Analysis of Ontario Cottage Survey

In this study the demographic and other characteristics of cottage owners in Ontario were analysed, as was the economic significance of cottages to the province.

Cottage owners were found to have a higher level of education than the average householder. Also, they held better jobs, most being in the professional-executive group. Cottagers spent an average of 11 weekends at their cottages during the months of May to October. They have owned their cottages for approximately 14.3 years. It is estimated that in 1967, Ontario Cottage owners spent about $171 million. Americans spent $31 million on cottaging, $29 million of which was spent in Ontario. Because of increasing urban growth, it is expected that by 1975 the number of cottagers in Ontario will have increased from 200,000 to 250,000.

The Ontario Tourism and Outdoor Recreation Plan Study (TORPS)

The role of the TORPS Committee is to recommend policy guidelines and strategies

for tourism and outdoor recreation planning and to promote co-ordination of tourism and outdoor recreation planning for the government of Ontario.

A systems approach is being used in the planning study. Work has been mainly concentrated on the evaluation and refinement of the TORPS mathematical model, simulating tourism and recreation behaviour. The general theory on which the model was built was found to be correct. A data bank containing 160 variables of concern to tourism and recreation, by county, was built, using data from various government departments. A computer mapping facility has been developed to display this information.

A base run of the model was completed in order to begin sensitivity testing. This type of testing is necessary to determine those variables which have the greatest effect on the system. To date, the testing has shown the model to be working as expected.

One area, fundamental to the investigation for recreation, is the measurement of the "attractivity" of a site or facility. Accordingly, a survey was conducted and analysis completed on a study to determine the variables constituting the relative attraction of sites for skiing. Information from the survey is contained in a report, *Skiing Attractivity Factors Analysis Study.*

Other TORPS publications included: *TORPS Progress Report No. 2 Operations Manual, TORPS Model Evaluation Report on the TORPS Model* and *Ontario Leisure Time Budget Analysis Progress Report.*

The Library

The Branch's library resources expanded greatly during 1970-1971 and reference sources on various phases on tourism and recreation are being acquired.

Work related to the Tourism and Outdoor Recreation Plan Study has necessitated a more specialized knowledge of related source documents and for this reason acquisitions have more than tripled during the past year. An average of 25 new titles are purchased, catalogued and indexed monthly. Much of this material is of a highly technical nature.

Short Reports

A number of short reports were prepared by the branch during the year. These include:

- The Outlook for Ontario Tourism – Summer 1971
- Tourism and the Ontario Economy
- Problems of the Ontario Theatre Arts Centres
- Developing Ontario Tourism for Expanded Employment
- Ontario Tourism – Summer 1971
- Characteristics of U.S. Visitors Using Motel Accommodations
- Number of Tourist Establishments (All Types) Staying Open for the First Time, During the Winter Months
- Characteristics of U.S. Visitors to Northern Ontario (Based on Preliminary Results of the U.S. Auto Exit Survey).

In addition to regular mailing lists covering the distribution of reports, Dominion Bureau of Statistics information and other data, the Travel Research Branch handled approximately 3,250 inquiries during 1971.

The Planning and Development Branch

The role of the Planning and Development Branch is to assist and advise the tourism industry and other associated service industries toward their most efficient and effective operation and growth within the Province. In order to maintain its position of importance in the provincial economy, the tourism industry must provide satisfactory services and facilities to the tourist and recreationalist. In order to develop to its full potential, tourism must also generate sufficient financial returns to the owners and employees in the industry. The Planning and Development Branch and the Regional Offices seek:

(i) "to encourage and promote improvement in the standards of accommodation, facilities and services offered to the travelling and vacationing public, and

(ii) to preserve and develop tourist and recreational attractions."

Planning Services

In carrying out the planning function, the Branch serves as consultant and co-ordinator of activities and programs of other government agencies as they influence the tourism industry. The Branch also advises trade associations and members of the tourism industry, of government actions and policies influencing tourism.

The Branch has continued to take part in the on-going regional planning program, "Design for Development". Members of the staff represent the Department on two interdepartmental liaison committees charged with formulating and refining regional development reports for each of the economic regions in the Province. Staff members also serve on interdepartmental Regional Advisory Boards in each region.

The Branch assists in the formulation and implementation of programs and policies of provincial departments and other levels of government as they relate to tourism. The Branch has reviewed a number of proposed official land-use plans and amendments in co-operation with the Department of Municipal Affairs. The objective is to ensure that municipal planning proposals recognize, and make provision for the tourism and recreational potential of their communities, and, in general, that their proposals adhere to sound planning principles.

Staff of the branch serve on continuing government committees concerned with revisions of provincial legislation and regulations. These include The Provincial Building Code, Public Swimming Pool Regulations and The Hotel Fire Safety Act. The new Hotel Fire Safety Act came into effect on September 1, 1971. The Department's field staff are empowered to serve as inspectors under this Legislation.

The Department was represented on a variety of other committees and task forces concerned with the Canadian Council of Resource Ministers (C.C.R.M.) Man and Resources Conference, the Municipal Licensing and Regulation of Tourist and Trailer Camps, Youth Hostels in Ontario and the Interdepartmental Recreation Liaison Committee. The Branch continued to serve, as required, on the Canada-Ontario Rideau-Trent-Severn Study Committee. The staff maintained liaison and took part in meetings and seminars of The Ontario Craft Foundation, the Sheridan School of Design, and assisted other groups in the continuing development and promotion of Ontario crafts. The craft specialist carried out a survey, "Interpreting History Through Souvenirs", which was presented at the annual meeting of The Canadian Conference on Historical Resources in 1971.

In 1971 the Branch carried out and contributed to research projects and studies of this Department and other agencies. This included tourism in Northern Ontario, Algonquin Park, The Kenora-Rainy River Regional Transportation Study, and other transportation subjects including northern rail and air services, and surveys of the Municipal Licensing of Tent and Trailer Parks. Staff members worked with the Department of Transportation and Communications in determining the implications for the northern tourism industry of commercial air charter licensing and regulatory decisions of the federal Air Transport Committee. The on-going project includes appraisal and commentary on air carrier licence applications, and requests for licence amendments to the Air Transport Committee. Other investigations have been concerned with a landing facilities information map, commentary on proposed changes in federal airfield services, and investigation of visitor complaints regarding air services and customs and immigration services at visitor entry points.

The Branch carried out an employment success survey, and provided consultative services to a number of community colleges and education departments regarding tourism courses. The Staff provides liaison and advice to the Department of Universities and Colleges.

tourism trade associations and to the Travel Industry Association of Canada regarding training requirements and educational standards for the tourism industry.

Advisory and Development Services

The provision of technical and management advice to operators in the tourism industry is a major, continuing responsibility of the Branch. A large volume of personal inquiries and correspondence from the industry and the public continued through the year. Inquiries came from potential investors seeking information and advice on developing new tourist establishments and attractions. Inquiries also came from individuals and organizations already established in tourism, outdoor recreation and the travel business. Their requests were for assistance and direction in obtaining funds to establish, renovate or expand their businesses, and for advice and help regarding problems in the operation and promotion of their establishments.

The development function of the Branch serves the activities sponsored by private enterprise and publicly-owned tourist facilities and attractions. Development of privately-owned operations was encouraged in 1971 through advisory and consultative services, and in a more direct way through the Tourism Loan Program. The Branch reviewed fifty-one applications under the Ontario Development Corporation Loan Program. It also provided reports on the tourist industry conditions and business outlook in the vicinity of the establishment applying for the loan.

The Branch continues to provide a technical review of projects for financial assistance under the Northern Airstrip Development Program administered by the Department of Transportation and Communications. The Branch also acts as an advisor on tourism development projects from municipal governments, citizens' groups and local agencies, such as the Conservation Authorities and local A.R.D.A. Committees. These groups are encouraged to develop recreational and tourist attractions in their localities.

The Planning and Development Branch administers the continuing program of grants to regional tourist councils. Field staff help the councils in developing and promoting the tourism industry in their region.

Development of the Tourism Industry in 1971

During the year, 6,588 tourist establishment licences were issued by the Department. Including accommodation establishments licensed under the Liquor Licence Board of Ontario, the number of accommodation units reached 157,500, with a capacity of 538,000. In 1971, the value of construction of new accommodation establishments, plus reconstruction and additions to existing establishments exceeded $42.5 million in Ontario. The result of this construction activity is an additional 11,000 accommodation units for use by the travelling public.

The most rapidly growing type of accommodation continues to be camping establishments. Tourist tent and trailer parks licensed by the Department increased to more than 700. The number of individual camping sites in these establishments increased by almost 7,200 in one year to 44,000 (This total does not include parks operated by the Department of Lands and Forests). Another continuing trend is the growth of year-round accommodation operations. In 1971, twenty-five hundred establishments remained in operation year round. These establishments provide 64,000 rental units for summer and winter tourist traffic.

Regional Offices

Ontario is subdivided into six administrative regions, with a principal branch unit in each region. The regions are further subdivided under each regional unit into districts.

The field staff assists and promotes the effective development of the tourism industry in their area. Field offices are responsible for the administration of The Department of Tourism and Information Act, 1966 and The Regulations made thereunder. This includes the approval of plans for new tourist establishments, site inspections and the licensing of all tourist operations which come under the jurisdiction of this Department. Staff members also work closely with officials of the Liquor Licence Board of Ontario.

Regional offices are responsible for the administration of Travel Information Centres in their region. Included are Highway 401 Information Centres. These Centres give advice and information to the travelling public, maintain liaison with local tourist attractions and accommodation businesses, and advise news agencies and local committees developing and promoting tourism and recreation attractions. The field staff also collect and compile data for the Department's accommodation and facilities listings.

Southwestern Region

The Southwestern Administrative Region embraces the St. Clair, Erie, Midwestern Ontario Economic Regions; Grey and Bruce Counties of the Georgian Bay Economic Region; and, Brant and Haldimand Counties of the Niagara Economic Region.

Tourism in Southwestern Ontario was generally satisfactory in 1971, showing an estimated increase in revenue of 4 to 5 per cent. But, viewed in relation to increased costs of goods and services in the economy, the results were not as favourable as we would like to see.

Marinas near the International Border suffered through discontinuance of the rebate on Marine Gasoline Tax and adverse publicity regarding pollution of Lake Erie and other waters in the area resulting in restricted sports fishing and general water activity.

Cottages and lakeside establishments in the Erie and St. Clair regions suffered a business setback. This was partly due to general economic and social conditions here and in the United States. The threat of pollution reduced the popularity of the Lake Erie establishments as well.

Tobermory had its best year. New attractions and better accommodations and services helped the situation. Port Elgin and Kincardine businesses benefited from the demand for accommodation and services by employees at Douglas Point Hydro Plant and visitors to the plant.

The National Campers and Hikers annual convention at Brantford, the Oktoberfest, Stratford Festival and other interesting events served to offset any decline in tourism caused by economic conditions.

During the 1971 winter, skiing, snowmobiling and other sports were popular, and the operators of enterprises serving tourists highly successful.

A major event in the region was the release of the Department's report, "The Land Between the Lakes Guidelines for Action, 1971". This report was presented at public meetings in Chatham, Owen Sound and Stratford.

Wide distribution, within respective regions, was given the Inventorial Reports of Current Recreation Land Use prepared by the regional office. Preliminary arrangements with the University of Western Ontario were completed, regarding the Long Point, Port Rowan areas for recreation facilities and services planning.

Staff members appeared on many T.V., travel and talk shows, as well as a number of radio programs. All regional tourist council meetings were attended, and counsel and suggestions offered by the staff.

South Central Region

This region consists of nine counties and Metro Toronto:

(1) Northumberland
(2) Durham
(3) Ontario
(4) York
(5) Metro Toronto
(6) Peel
(7) Halton
(8) Wentworth
(9) Regional Municipality of Niagara (Lincoln, Welland)

Some of the major attractions and events in the South Central Region during the past year were: the Canadian National Exhibition, the Royal Agricultural Show, the Sportsmen's Show, the International Horse Show, the National Home Show, the opening of the Niagara Apothecary Museum in Niagara-on-the-Lake and the Blossom Festival. Ontario Place, during its first year, created much tourist activity, and was visited by many people from beyond the region.

During the year, the newly-designated Region of Niagara formed a regional tourist council with the Regional Government assuming full leadership and financial responsibility for the operation .The organization's structure is strengthened by the direct participation of the twelve larger municipalities within the Region. The program of the Council will be designed primarily to promote the region beyond its borders, while strong organizations within the region will continue to direct their energies to the internal needs of promotion and development for their own areas. The five Regional Tourist Councils continue to function effectively and to receive the attention and support of the regional staff.

The impressive additional number of hotel, motor hotel and motel units that have been recently built, and the numbers that are planned to be built, far exceeds our projection of the last two years. It is anticipated that in Metro Toronto the number of units will be more than doubled by 1975, from the base of 1970. In 1975, the number of units could easily reach twenty-two thousand. The number of units increased in 1971 by approximately 30 per cent, with a slight drop in occupancy of approximately 3 per cent, while the cost per room went up 7 per cent. Food and beverages also showed an increase of 1 per cent and 4 per cent, respectively, in the revenues of hotel establishments in the Toronto area.

Eastern Region

This region serves the Counties of Glengarry, Stormont, Dundas, Grenville, Leeds, Frontenac, Lennox and Addington, Prince Edward, Lanark and Hastings, Renfrew, Carleton, Russell, Prescott, and part of Nipissing District. 1971 was a good year for businesses catering to visitors in Eastern Ontario. A continuation of the present high level of visitor expenditure appears likely. The degree of success in attracting visitors to the Eastern Ontario Region will depend, to a great extent, on our success in integrating the efforts of municipalities, associations and individuals in the planning, development and marketing of Eastern Ontario's tourism resources. Considerable ground was gained in this direction in 1971.

Ottawa motels and motor hotels reported a high rate of occupancy during the year. Unit rental rates are higher in Ottawa than most other Ontario cities. Lodge and cottage operations in Eastern Ontario continue to do a relatively good business, with longer operating seasons in the spring, fall and winter. Skiing and snowmobiling have encouraged both the private and commercial sectors to winterize their cottages. Boating continues to be an increasingly popular activity in the area on the Rideau River and the Ottawa River.

The report of the Canada-Ontario Rideau-Trent-Severn Study Committee was released during the year. Regional Tourist Councils, municipalities and other agencies and organizations sponsored public meetings to discuss the Report.

During the year, an information document describing the accomplishments, aims and objectives of the Eastern Ontario Co-ordinating Council was prepared: "Eastern Ontario Travel and Recreation Industries: Past, Present and Future". A further significant development in the Region was the announcement of a special one time, $50,000 provincial grant to support the newly-organized Canada's Capital Visitors and Convention Bureau. The first effective co-operative project with this Bureau was carried out when arrangements were completed for a two-day tour of the Capital area by government Travel Counsellors.

Special efforts and support were given to the formation of the Eastern Ontario Ski Association. Three Regional Tourist Councils and the Counties of Lanark and Renfrew contributed $4,400 towards a co-operative advertising program which was most effective.

Through liaison with Algonquin College in Ottawa, four Farm Vacation Courses were held at Opeongo High school, Eganville. Attendance was good, and staff of the district office participated in the lectures. A course for tourist operators is being planned with Loyalist College in Bancroft, for 1972.

A presentation of an Area Tourist Resource Inventory to municipal officials and the Rideau Lakes and 1000 Islands Travel Council was made during the year at Westport. The presentation contained recommendations for further and more detailed studies, with the eventual preparation of a Tourism Resource Development Plan for the immediate Westport area.

The Rideau Trail, a walking trail developed under an Opportunities For Youth grant from the federal government extending from Kingston to Ottawa, was officially opened in Westport during the year.

Central Ontario Region

The Central Ontario Region services the Counties of Peterborough, Victoria, Simcoe, Dufferin and Haliburton; the District of Muskoka and Algonquin Park. Offices are located in Huntsville, Orillia, Peterborough and Barrie.

Regional field staff in these offices carried out the following programs and activities during the year:—

- 688 interviews were conducted with tourism and prospective operators to provide counselling on a wide range of topics that included planning, development, finance, promotion, and the operation of facilities. Advice on program development, organization and promotion was given four regional and over 20 local tourism associations and Chambers of Commerce. The Department's matching grant program and co-operative advertising funds were administered to the tourist councils in the region.
- The staff undertook a number of surveys and research projects. This included facility surveys of marinas, campsites, convention sites, ski resorts and snowmobile parks, an accommodation occupancy survey, a revision of four inventories of recreational resources; an Ontario Ski Resort survey and a Muskoka business survey.
- Data was gathered for updating publications on gift and craft shops, winter facilities, and an accommodation guide. Also for booklets on campgrounds, coming events, antique shops, golf courses, fishing guide services

and horseback riding centres.

- In 1971, 1,460 tourist establishments were licensed, and 136 received inspections. Sixty-two permits were issued for new establishments, representing $2¼ million worth of accommodations. Liaison was maintained, and assistance provided to municipal officials, building and health inspectors, and various other government employees regarding matters affecting the development and promotion of tourism. A number of municipalities were assisted in writing by-laws affecting the development of camping parks. Staff members served as mediators in conflicts between campground developers and municipal officials.
- Over 33,000 parties were given travel counselling, and approximately 60,000 telephone inquiries, handled. Fifty-two recreation interview shows and 20 travel event programs were produced and conducted on CKVR-TV Barrie. Editorial material was written for a series of programs during the spring, summer and winter on CHEX-TV Peterborough. The staff participated in 104 travel shows, seminars, conferences and tourism meetings.
- A winter reporting system available to all Ontario and northern U.S. media was operated from November 25th to April 18th. Fall colour reports were provided from August 26th to October 15th. Numerous other items of information, research material and releases were given to the local media throughout the region.
- Staff members played a major role in planning and establishing such events as the Peterborough Arts & Water Festival, the Muskoka Winter Carnival and the Orillia Bavarian Beer Festival. These were all held for the first time and are likely to be annual events.
- Planning assistance and reviews of draft reports were provided to the Georgian Bay Regional Development Council, the Georgian Bay Regional Advisory Board, the Department of Indian Affairs, the District Municipality of Muskoka and a number of local municipalities.
- Planning of programs, plus information and materials were provided to the Tourism courses at Sir Sandford Fleming College and Georgian Bay Community College.

Northeastern Region

The Region serves the Districts of Temiskaming, Cochrane, Algoma, Parry Sound, Manitoulin, Sudbury and part of Nipissing.

In 1971, tourism business was above average throughout the Northeastern area. Many operators reported 90 to 95 per cent occupancy levels throughout the summer months. Sault Ste. Marie and Cochrane were particularly successful due to the tremendous increase in excursion travel on the Algoma Central and Ontario Northland Railways.

The continued increase in the use of snowmobiles as a winter recreational activity has encouraged a large number of tourist establishment operators to winterize accommodation and remain open. Approximately one hundred regional establishments are engaged in providing accommodation and services for the winter recreationalist and tourist.

Two major attractions are the Agawa Canyon excursion on the Algoma Central Railway from Sault Ste. Marie and the Polar Bear Express operated by the Ontario Northland Railway between Cochrane and Moosonee. The number of travellers on the Agawa Canyon excursion trip increased to 60,000 in 1971 from 40,000 in 1970. Due to this success the excursion will operate six weekends during the winter, and seven days a week throughout the summer. The Polar Bear Express attracted 40,000 customers. This was an increase of about 25 per cent over 1970. The influx of tourists in Cochrane and community filled existing accommodations for at least six nights a week. The Ontario Northland Railway has indicated that it plans to operate the Polar Bear Express six days a week throughout July and August, 1972.

Municipal attractions that attracted crowds in excess of 10,000 in 1971 were the North Bay Winter Fur Carnival, Bon Soo Winter Carnival, Cochrane Winter Carnival, Cobalt Miners' Festival and the Indian Pow-Wow at Wikwemikong.

Twenty-three complaints from tourists were received during 1971. This was down one-third from the previous year. The complaints concerned overcharging, misleading advertising and items of disagreement between the tourist and establishment operator. Most of these complaints proved to be unfounded, or they were satisfactorily resolved.

The Travel Information Centre in Sault Ste. Marie open throughout the year, recorded the heaviest registration figures to date. Almost 60,000 parties were provided with counselling services. This represented an increase of 20 per cent over the 1970 figures.

Four Seasons Hospitality Programs were

conducted during July at Killbear and Grundy Lake Provincial Parks. A hospitality clinic in Parry Sound, attended by 130 people, was arranged with the co-operation of the Georgian Bay-Parry Sound Regional Tourist Council during the year.

Northwestern Region

This Region serves the Districts of Kenora, Patricia, Rainy River, Thunder Bay and part of Cochrane.

Tourism business in 1971 exceeded expectations. Most regional establishments reported above-average income, comparable to the high point of the 1967 Expo season. The mercury pollution problem is still influencing the industry in several areas in Northwestern Ontario. Continuing media reports of the situation have not encouraged a realistic attitude on the public's part, but, operators of establishments in affected areas report that 1971 was a reasonably successful season.

Five Regional Tourist Councils are active in the region. The Lake of the Woods and Patricia Regional Tourist Councils report above average promotional results. The Patricia Council will be staffing eight booths at the Chicago Sport Show this year. The various tourist outfitters' associations are maintaining active programs, especially in the Kenora and Dryden areas.

Restoration and construction of Old Fort William commenced in Thunder Bay during 1971. A small picnic park and a Welcome to Ontario sign were established at the Ontario-Manitoba border. Ski Thunder Country promotional programs were undertaken. This resulted in a 25 per cent increase in the use of ski facilities in the vicinity of Thunder Bay.

The Lake of the Woods International Sailing Regatta was an unqualified success. The Hudson Bay Company replica of the "Nonsuch" sailing vessel visited Thunder Bay during the year, and proved to be a highly successful tourist attraction. The federal and provincial governments announced the establishment of Pukaskwa Wilderness National Park, a 725 square mile area on the northeastern shore of Lake Superior, south of Marathon.

Developments in the region include the construction of an airstrip at Savant Lake for tourist use. Provincial assistance is being provided to upgrade and improve ski facilities run by the Fort William Indian Band at Thunder Bay. The Fort Hope Indian Band also received assistance for the development of tourism enterprises on its reserve. Development of a ski facility is underway at Minaki. Plans for expanded ski facilities at Kenora and Dryden are under consideration by those communities. Surveys and studies of the situation regarding commercial air charter services into Northwestern Ontario were carried out during the year by departmental field staff. In this connection hearings by the federal Air Transport Committee were held in Thunder Bay.

Regional and district staff members participated in a hospitality seminar at Thunder Bay. This was sponsored by the Travel Industry Association of Canada. Confederation College announced a Travel Tourism Administration Course for 1972.

Staff members took part in Chicago and Minneapolis ski shows and seminars. They were also involved in appraisals of provincial development loans to tourist establishments. The loan program has proved to be a stimulus to operators to winterize and upgrade facilities in Northwestern Ontario.

Construction of Tourist Establishments

Type of Establishment & Construction	Southwestern Region Est.	Units	South Central Region Est.	Units	Eastern Region Est.	Units	Central Region Est.	Units	Northeastern Region Est.	Units	Northwestern Region Est.	Units
CABIN												
new	—	—	—	—	1	6	1	7	3	14	—	—
reconstruction	—	—	—	—	—	—	—	—	—	—	—	—
additions	—	—	—	—	2	6	—	—	2	3	—	—
COTTAGE												
new	1	6	—	—	4	17	4	23	11	36	7	31
reconstruction	—	—	—	—	4	5	2	3	7	17	9	12
additions	4	16	—	—	18	26	12	24	19	26	21	43
MOTEL												
new	7	99	4	120	3	43	6	65	7	97	2	12
reconstruction	—	—	—	—	—	—	—	—	—	—	—	—
additions	13	78	1	4	11	41	8	70	10	90	4	14
MOTOR HOTEL												
new	—	—	6	1,325	1	29	—	—	—	—	—	—
reconstruction	—	—	—	—	—	—	—	—	—	—	—	—
additions	—	—	3	247	—	—	1	39	—	—	—	—
RESORT												
new	—	—	—	—	1	7	—	—	4	18	1	7
reconstruction	—	—	—	—	—	—	—	—	—	—	13	22
additions	1	20	—	—	—	—	5	62	—	—	14	37
TOURIST HOME												
new	1	5	—	—	—	—	—	—	—	—	—	—
reconstruction	—	—	—	—	—	—	—	—	—	—	—	—
additions	—	—	—	—	—	—	—	—	—	—	—	—
HOTEL												
new	—	—	—	—	—	—	—	—	—	—	—	—
reconstruction	—	—	1	10	—	—	—	—	—	—	—	—
additions	1	7	—	—	—	—	—	—	—	—	—	—
CAMPSITES												
new	28	2,618	7	348	24	819	10	456	14	496	6	178
reconstruction	—	—	—	—	—	—	—	—	—	—	—	—
additions	10	679	3	47	12	345	29	1,611	8	184	2	18
OTHER*												
new	—	—	—	—	—	—	—	—	1	3	7	8
reconstruction	—	—	—	—	—	—	—	—	—	—	2	2
additions	—	—	—	—	—	—	—	—	3	8	9	13
COUNTY TOTALS												
new	37	2,728	17	1,793	34	921	21	551	40	664	23	236
reconstruction	0	0	1	10	4	5	2	3	7	17	24	36
additions	29	800	7	298	43	418	55	1,806	42	311	50	125
TOTAL VALUE												
new	2,527,400		26,395,000		1,370,000		850,000		1,734,200		365,150	
reconstruction	Nil		50,000		9,500		2,750		43,550		72,100	
additions	885,000		4,272,000		742,650		2,159,150		737,000		$342,600	
TOTAL	$3,412,400		$30,717,000		$2,122,150		$3,011,900		$2,514,750		$779,850	

*Includes Outpost Establishments and Tourist Outfitter Establishments

Huronia Historical Parks Branch

Huronia Historical Parks, through three Heritage Projects, spans the centuries between the reign of the Huron Nation and the arrival of the first white man, to the present day. While these sites are all located in one part of one province – Simcoe County on the southern shores of Georgian Bay – they illuminate several of the key phases in the creation of modern Canada : the life of the Canadian Indian, the French Regime, the growth of the fur trade, development of the Great Lakes, the War of 1812, and the exploration, mapping and settlement of a key area of the country.

Encompassing the three founding races, the sites are not only able to provide historical insights, but play a contemporary role in encouraging the appreciation and understanding of the mutual heritage of the three. While a primary aim of the sites is to act as economic catalysts in Simcoe County by promoting greater travel and tourist spending, they also make a firm contribution to education, culture and other important inter-provincial activities.

The projects, in order of their development, are :

- Sainte-Marie among the Hurons (Sainte-Marie au pays des Hurons), 1639 – 1649, at Midland, a painstaking and exact reconstruction of the first European community (French) in the interior of Canada and, excepting the Spanish communities of conquest far to the south, the first in the interior of North America. The central residence of the Jesuit mission to the Huron Nation, Sainte-Marie was home to six of the North American martyr saints.
- The Museum of the Upper Lakes, on Nancy Island in the Nottawasaga River at Wasaga Beach, opened in 1969. The Museum commemorates more than three centuries of navigation and commerce on the Upper Lakes, the War of 1812 and the dramatic career of the schooner Nancy, last British vessel on the Lakes during that war. The hull of the Nancy is a feature of the Museum, resting on the island she herself created.
- The British Naval and Military Establishments (1814 – 1856) at Penetanguishene, built to protect the north west frontier after the close of the War of 1812. The establishments are at an advanced stage of restoration and reconstruction.

An important part of the Huronia Historical Parks facilities available to all three sites is the resource centre, archives and library, centred at Sainte-Marie.

Public use of the facility for study and research has been included in its development, with provision of study facilities, shelving and card cabinets.

Collection of material now stands at 1,140 books ; 2,000 manuscripts ; 200 pictures and 75 maps, with classification, labelling and shelving completed. During the year 300 books of special research value were bound or re-bound for protection and to make them more accessible to the public.

Ten workshops and conferences attended by more than 500 people were held in 1971 at the centre. They were devoted largely to study of the sites and their integration into classroom curricula.

Among special groups was the Permanent Commission for Ontario-Quebec Co-operation and Exchange in Educational and Cultural Matters. Other activities included open houses, seminars and the hosting of groups. Among these, was the Color Photographers Association of Canada. It held working sessions and then devoted two days to photographing Sainte-Marie.

Since these projects were initiated in 1964, the Government has been advised by the Huronia Historical Development Council. The chairman is William H. Cranston of Midland. The members are : D. Carlton Williams, President and Vice-Chancellor, University of Western Ontario, London ; Dr. R. N. Shervill, Executive Assistant to the President, University of Western Ontario ; Dr. W. Wilfrid Jury, Honourary Curator, Museum of Indian Archaeology and Pioneer Life, University of Western Ontario ; Rev. Angus J. Macdougall, S.J., director of the Martyrs' Shrine Midland ; and Rev. Vincent J. Jensen, S. J., Chairman, History Department, St. Paul's College, Winnipeg, Man.

Sainte-Marie completed

Almost three and a quarter centuries after its destruction, the rebuilding of Sainte-Marie among the Hurons was completed in 1971. The final stage of reconstruction, a dramatic orientation museum, was opened May 15 at ceremonies attended by more than 2,000 historians, educators, archivists, government dignitaries and others from French and English Canada and abroad.

The first phase in reconstruction of the community was the recreation of palisades, bastions, Norman and Indian buildings on the original three-acre site. It was completed in

1967. The second phase, administration offices, resource centre and theatres was completed in 1969.
Participating in the May ceremony with Prime Minister Davis was Mlle Marcelle Campana, French Consul-General ; the Hon. Claire Kirkland-Casgrain, Quebec Minister of Tourism, Fish and Game ; the Hon. Fern Guindon, then Minister of Tourism and Information, now Minister of Labour ; Dr. D. Carlton Williams, President of the University of Western Ontario, and some 20 honoured platform guests.
His Holiness Pope Paul sent a recorded message for the occasion, in English and in French. The Very Rev. Pedro Arrupe, Superior General of the Society of Jesus participated via telephone from Lima, Peru.
A feature of the ceremony was the participation of La Compagnie Franche de la Marine of Montreal, the guard of the old fort on Ile Ste Helene at Montreal which traces its parentage to the first regular military force in Canada. The ceremony was completed with the raising of the 17th century French flag by Mlle Campana, the first time the flag has flown over Sainte-Marie since 1649.
The museum uses sound, light, text, artifacts, documents, models, electronics – even a waterfall and a growing forest – to orient the 17th century community to the international historical, political, religious, and scientific environment in which it was created.
Visitors tour the museum after seeing Sainte-Marie itself. The initial gallery takes them from 17th century Canada to 17th century France and explains why Europeans sought the orient – but did it by travelling west. Succeeding galleries explain the state of navigation and the civilization Europeans left behind.
The course of European contact, exploration and settlement of the new world, including the founding of Sainte-Marie, is outlined. Later galleries examine the fur trade, the natural environment and culture of the North American Indian, particularly the Huron and Iroquois.
The museum is completed with displays of Indian artifacts and an examination of archaeology with emphasis on what was found at Sainte-Marie and what historical source material was available to guide in the reconstruction of the community.
The museum project group was headed by Vernon Mould, noted historical illustrator, of Toronto. Designers were John Hillen and Frances Brittain, formerly of the Royal Ontario Museum.

Living History
While completing the last major phase of Sainte-Marie, development on the site continued. Summer staff, hired as interpretive guides, now number about 30. Speaking several languages, including French and Ojibway, they answer visitors' questions and several, in period costume, demonstrate 17th century skills, operating the forge, woodworking shop, and cookhouse and pit-saw.
Particularly popular this past year were demonstrations of Indian technology, crafts and culture by three members of the Ojibway Nation.
Indian commentators have proved to be an asset in yet another way. Much of their unstructured commentary and discussion with visitors centred on the Indian in contemporary Canada. The exchange of views has proved valuable to both visitors and staff.

Living in history
During the past year more than 200 students, ranging from Grade Five to Grade Thirteen have had a unique introduction to Canadian history : living in Sainte-Marie under 17th century conditions.
The field trips, integrated with in-class curricula, brings students and teachers to the community between late fall and early spring. Their activities range from teaching, discussion and seminar sessions, to field trips on snow shoes, cooking and working in the forge and carpentry shops. Each group is responsible for preparing its own food in the cookhouse fireplace and ovens. Living in the community, sleeping on the wooden European beds or on the sleeping benches of the Huron longhouse, brings a vivid sense of the lives of pioneer and Indian to the students and a sharp appreciation of Canadian history which cannot be matched in the schoolroom. Teachers have said the experience is invaluable. Inclement weather can make the experience arduous. In one case, a class from Camp Borden stayed two days longer than expected when snow storms blocked highways and prevented buses from reaching the site. They fared better in the 17th century environment, it seems, than many of the neighbours in the 20th.

History today
A distinguished panel of judges has begun its deliberations on submissions for the first Sainte-Marie prize in History.
The prize, announced one year ago, is awarded for excellence in research and interpretation of

17th century Canadian history or of other countries directly affecting the course of events in Canada during that period. It includes a cash award of $1,649 (an amount commemorating the date of destruction of the community), a publishing program and a citation.

Seven scholars are competing for the first award with submissions ranging from the Dutch participation in the fur trade, to a historical geography of Huronia and investigations of the lives of important 17th century historical figures.

Competition is open to persons of any nationality, living anywhere, writing in English or in French. Future years should see submissions from abroad, particularly France and Great Britain where much affecting Canada occurred.

Jurors for the Prize are Dr. Morris Bishop of Cornell University, Dr. John Moir of the University of Toronto and Dr. Marcel Trudel of the University of Ottawa.

Sainte-Marie's descendants

The search for descendants of the laymen who built Sainte-Marie is meeting with continuing success. Genealogists estimate several hundred thousand descendants may eventually be found. The program, guided by a committee of historians, archivists, genealogists and others, is a joint Ontario-Quebec program. Each descendant certified by the Quebec Archives receives a certificate signed by the Prime Minister of Ontario, attesting the relationship to Sainte-Marie's builders. In the past year several hundred certificates were awarded.

During the year, 144,166 people visited Sainte-Marie, an increase of almost 10 per cent over the previous year. In recent years attendance has shown a generally consistent growth and well over half a million people have now toured the site. Major exposure – particularly through seven television productions – has introduced several million other Canadians and Americans to the community. In the last year Sainte-Marie was featured in two additional productions, one a historical fiction presentation for the C.B.C. French network, the other a History of the Roman Catholic Church in Canada for the Columbia Broadcasting system, in the United States.

Museum of the Upper Lakes

On-site activity, coupled with historical research and construction, was inaugurated at the Museum during the year.

Ian Morgan, a Toronto artist, craftsman and scholar, spent the summer building an authentic bateau on the site.

The vessel, made from plans from the British Admiralty, measures about 30 feet in length, six-and-a-half feet in the beam, with a depth of about three feet. Like the originals, it can be propelled by oars or a square sail, carrying about five tons of cargo.

The bateau was constructed on Nancy Island between the museum buildings, using the same materials and techniques as on an original vessel of this type. Launching was delayed somewhat due to visitors who took up much of the builder's time with questions.

The bateau ranks with the canoe and York boat among the small boats making a direct contribution to the settlement of Canada. It played a key role in the story of the Nancy, as well. When the schooner was destroyed in an action with American vessels on August 14, 1814, bateaus and canoes were used to carry the survivors and supplies 360 miles to the British garrison at Michilimackinac.

During the 1971 season 15,712 people toured the island museum with its electronic theatre, artifacts and displays. Attendance was up by about 1,000 from the previous year in spite of a shorter operating season.

British Naval and Military Establishments

The task of restoring and reconstructing the Establishments, begun by Dr. Wilfrid Jury of the University of Western Ontario, was continued during the year.

Extensive refinements were made to the Officers Quarters – the single surviving original building – along with work on the stores cabin, the quarters of the Clerk-in-Charge, the surgeon's house, the seamen's barracks and others.

A major topographical survey of the site was completed so as to compare the present elevations and contours with those of more than a century ago. It was suspected that major changes in the topography might have taken place as a result of road building, fill and other operations on and adjacent to the site in the present century.

After comparison with the 1829 survey of Capt. George Phillpotts, Royal Engineers, and a second R.E. map, unsigned but showing the location of specific buildings, Huronia Historical Parks with the assistance of the Department of Lands and Forests, was able to plan key paths, roads and gardens as they existed during the life of the Establishments.

Built into the master landscape plan are the requirements for control of visitor parking and traffic through the ¾ mile long site.
In accordance with the plan, a program of tree planting was undertaken, reflecting the species which would have grown at the establishments during their occupation. These included white pine, willow and silver maple.
In support of the daily operation of the site, the primary power supply, including cables and transformers, was installed. Other 'utility' installations included provision of perimeter fencing and construction of a combined workshop and garage between the Naval and Military zones of the site.
Primary source research to guide final restoration, construction and interpretation continued, including detailed work, in the Public Record Office in England and the Public Archives at Ottawa.
Relevant material in other manuscript collections has been surveyed and staff visits to the collections have been made or planned.

Statistical Reports

Statement of Revenue
For Year Ending March 31, 1971

	$	$	$
Departmental Administration			
Miscellaneous		7,210	7,210
Tourism			
St. Lawrence Parks Commission:			
Entrance Fees	822,543		
Campsite Permits	243,550		
Concession Rentals	35,888		
Sale of Souvenirs, etc.	559,174		
Miscellaneous	11,635		
		1,672,790	
Historical Parks:			
Entrance Fees	77,947		
Sale of Souvenirs, etc.	13,713		
		91,660	
Planning and Development Services:			
Licence Fees		148,097	
			1,912,547
Archives and History			
Recovery of Prior Year's Expenditures	20,065		
Microfilming, etc.	6,403		
		26,468	
			26,468
Theatres			
Fees – Censorship	136,649		
Licences – Theatres, etc.	83,218		
Miscellaneous	203		
		220,070	
			220,070
The Centennial Centre of Science and Technology			
Recovery of Prior Year's Expenditures	4,658		
Entrance and Parking Fees	761,902		
Sale of Souvenirs, etc.	3,767		
Sale of Artifacts	3,261		
Concession Rentals	117,659		
Miscellaneous	7,840		
		899,087	
			899,087
TOTAL			3,065,382

Statement of Expenditure
For Year Ending March 31, 1971

Departmental Administration	$	$	$
General Office:			
Minister's Salary – Statutory	15,000		
Salaries	103,439		
Travelling Expenses	20,463		
Maintenance	29,538		
		168,440	
Administrative Services:			
Salaries	241,261		
Travelling Expenses	3,512		
Maintenance	112,527		
Charges for data processing services	19,885		
		377,185	
Departmental Administration			545,625
Tourism			
Promotion Service:			
Salaries	803,543		
Travelling Expenses	82,426		
Maintenance	2,602,845		
		3,488,814	
St. Lawrence Parks Commission:			
Salaries	1,926,628		
Travelling Expenses	25,543		
Maintenance	653,211		
Land Acquisition	207		
Purchase of Saleable Merchandise	241,977		
Construction and Development	216,514		
		3,064,080	
Historical Parks:			
Salaries	165,573		
Travelling Expenses	5,678		
Maintenance	137,329		
Purchase of Saleable Merchandise	9,729		
Construction and Development	394,035	712,344	
Tourist Industry Development Services:			
Salaries	511,216		
Travelling Expenses	84,721		
Maintenance	50,356		
Grants to Regional Associations	177,436		
		823,729	
Research Services:			
Salaries	105,339		
Travelling Expenses	5,879		
Maintenance	198,545		
		309,763	
Tourism			8,398,730

Archives and History	$	$	$
Archives and History:			
Salaries	367,972		
Travelling Expenses	22,436		
Maintenance	151,475		
Grants	185,271		
		727,154	
Archives and History			727,154
Theatres			
Theatres:			
Salaries	166,669		
Travelling Expenses	11,571		
Maintenance	18,136		
		196,376	
Theatres			196,376
Government Services			
Government Services:			
Salaries	158,001		
Travelling Expenses	4,264		
Maintenance	23,597		
Broadcast News Services	55,964		
		241,826	
Government Services			241,826
The Centennial Centre of Science and Technology			
The Centennial Centre of Science and Technology:			
Salaries	2,254,243		
Travelling Expenses	24,117		
Maintenance	1,187,776		
		3,466,136	
The Centennial Centre of Science and Technology			3,466,136
Total Expenditure – Department of Tourism and Information			13,575,847

Revenue Estimates
For Year Ending March 31, 1972

	$	$	$
Department Administration			
Miscellaneous		2,000	
			2,000
Tourism			
St. Lawrence Parks Commission:			
Entrance Fees	880,000		
Campsite Permits	250,000		
Concession Rentals	33,000		
Sale of Souvenirs, etc.	625,000		
Miscellaneous	12,000		
		1,800,000	
Historical Parks:			
Entrance Fees	100,000		
Sale of Souvenirs etc.	15,000		
		115,000	
Planning and Development Services:			
Licence Fees		140,000	
			2,055,000
Archives and History and Records Management			
Recovery of Prior Year's Expenditures	22,000		
Microfilming, etc.	9,000		
		31,000	
			31,000
Theatres			
Fees – Censorship	132,000		
Licences – Theatres, etc.	79,000		
Miscellaneous	1,000		
		212,000	
			212,000
The Centennial Centre of Science and Technology			
Entrance and Parking Fees	875,000		
Sales and Rentals	117,000		
Miscellaneous	3,000		
		995,000	
			995,000
TOTAL			3,295,000

Expenditures Estimates
For Year Ending March 31, 1972

Departmental Administration	$	$	$
General Office:			
Minister's Salary – Statutory	15,000		
Salaries and Wages	117,000		
Employee Benefits	9,000		
Transportation and Communication	22,000		
Services	7,000		
Supplies and Equipment	13,000		
		183,000	
Administrative Services:			
Salaries and Wages	220,000		
Employee Benefits	17,000		
Transportation and Communication	100,000		
Services	37,000		
Supplies and Equipment	11,000		
		385,000	
Personnel Services:			
Salaries and Wages	49,000		
Employee Benefits	4,000		
Transportation and Communication	2,000		
Services	1,000		
Supplies and Equipment	1,000		
		57,000	
			625,000

Tourism	$	$	$
Promotion Services:			
Salaries and Wages	885,000		
Employee Benefits	56,000		
Transportation and Communication	156,000		
Services	2,301,000		
Supplies and Equipment	106,000		
		3,504,000	
St. Lawrence Parks Commission:			
Salaries and Wages	2,085,000		
Employee Benefits	114,000		
Transportation and Communication	58,000		
Services	467,000		
Supplies and Equipment	612,000		
Acquisition/Construction of Physical Assets	10,000		
		3,346,000	
Historical Parks:			
Salaries and Wages	304,000		
Employee Benefits	12,000		
Transportation and Communication	15,000		
Services	109,000		
Supplies and Equipment	113,000		
Acquisition/Construction of Physical Assets	1,020,000		
		1,573,000	
Planning and Development Services:			
Salaries and Wages	574,000		
Employee Benefits	46,000		
Transportation and Communication	132,000		
Services	16,000		
Supplies and Equipment	24,000		
Transfer Payments –			
Regional Associations $175,000			
Other 5,000			
	180,000		
		972,000	
Research Services:			
Salaries and Wages	116,000		
Employee Benefits	6,000		
Transportation and Communication	11,000		
Services	129,000		
Supplies and Equipment	4,000		
		266,000	
			9,661,000

Archives and History and Records Management	$	$	$
Archives and History:			
Salaries and Wages	402,000		
Employee Benefits	32,000		
Transportation and Communication	28,000		
Services	74,000		
Supplies and Equipment	57,000		
Transfer Payments –			
Ontario Historical Society	$ 8,500		
Ontario Archaeological Society	1,000		
Ontario Heritage Foundation	22,500		
Ontario Genealogical Society	1,000		
Ontario Film Institute	10,000		
Museums	96,000		
	139,000		
		732,000	
Records Management:			
Salaries and Wages	171,000		
Employee Benefits	14,000		
Transportation and Communication	6,000		
Services	7,000		
Supplies and Equipment	27,000		
		225,000	
			957,000
Theatres			
Theatres:			
Salaries and Wages	185,000		
Employee Benefits	13,000		
Transportation and Communications	20,000		
Services	9,000		
Supplies and Equipment	8,000		
		235,000	
			235,000
The Centennial Centre of Science and Technology			
The Centennial Centre of Science and Technology:			
Salaries and Wages	2,478,400		
Employee Benefits	173,500		
Transportation and Communication	80,200		
Services	520,000		
Supplies and Equipment	579,900		
		3,832,000	
			3,832,000
TOTAL			15,310,000

Grants and Memberships – 1970-71

Grants to Regional Associations

Algoma Regional Tourist Council	$ 5,000.00	
Almaguin Highlands – Parry Sound – Georgian Bay Regional Tourist Council	5,000.00	
Bay of Quinte Regional Tourist Council	5,000.00	
Capital Region Tourist Council	5,000.00	
Central Erie Tourist Region Council	5,000.00	
Essex-Kent Regional Tourist Council	5,000.00	
Golden Route-Highway 101 Regional Tourist Association	3,405.00	
Great Pine Ridge Tourist Council	5,000.00	
Haliburton Highlands Regional Tourist Council	5,000.00	
Highland of Hastings Tourist Region Council	5,000.00	
Huronia Tourist Association	5,000.00	
James Bay Frontier Regional Tourist Council	5,000.00	
Joli Voyageur Land Regional Tourist Council	5,000.00	
Kawartha Tourist Association	5,000.00	
Kinniwabi Pines Regional Tourist Council	5,000.00	
Lake of the Woods Regional Tourist Council	5,000.00	
Lake Simcoe Regional Tourist Council	4,281.00	
Land O'Lakes Tourist Region Council	5,000.00	
Madawaska Valley Regional Tourist Council	5,000.00	
Manitoulin-Espanola Regional Tourist Council	5,000.00	
Metropolitan Toronto Regional Tourist Council	5,000.00	
Mid-Western Regional Tourist Council	5,000.00	
Muskoka Tourist Association (2 years)	10,000.00	
Niagara Iroquoia Tourist Association	5,000.00	
Nipissing Regional Tourist Council	5,000.00	
Patricia Regional Tourist Council	5,000.00	
Rainy River Regional Tourist Council	5,000.00	
Regional Tourist Council of the Grey and Bruce (2 years)	10,000.00	
Rideau Lakes and 1,000 Islands Travel Council	5,000.00	
Sarnia Lambton Regional Tourist Council	5,000.00	
Seaway Valley Regional Tourist Council	5,000.00	
Temiskaming Regional Tourist Council	4,750.00	
Upper Lake Superior Travel Council	5,000.00	
Upper Ottawa Valley Travel Council	5,000.00	
		$177,436.00

Membership in Travel Organizations

American Society of Travel Agents, Incorporated	$ 90.00	
Association of Tourist Resorts of Ontario	200.00	
Canadian Tourist Association	6,900.00	
Joint Board of Ontario Travel Associations	6,000.00	
Mississippi River Parkway Commission	2,000.00	
Northern Ontario Tourist Outfitters Association	200.00	
Ontario Motel Association	200.00	
Thousand Islands International Council	2,000.00	
		17,590.00
		195,026.00

Museums

Alliston, Town of	$ 283.55
Ameliasburgh, Township of	800.00
Arnprior, Corporation of the Town of	1,000.00
Assiginack, Municipality of	238.33
Bancroft, Corporation of the Village of	126.66
Big Creek Regional Conservation Authority	1,000.00
Blind River, Corporation of the Town of	981.84
Bowmanville, Town of	935.66
Brant, County of	840.16
Brantford, City of	1,000.00
Bruce, County of	1,000.00
Bruce Mines, Corporation of the Town of	400.00
Burlington, Town of	1,000.00
Chatham, Corporation of the City of	1,000.00
Charlottenburgh, Township of	834.03
Cobalt, Town of	1,000.00
Collingwood, Town of	970.27
Cornwall, City of	1,000.00
Dryden, Corporation of the Town of	1,000.00
Dysart et al, Municipality of	766.66
East York, Borough of	1,000.00
Elgin, County of	1,000.00
Elliott Lake, Township of	1,000.00
Fenelon Falls, Corporation of the Village of	990.28
Fort Frances, Corporation of the Town of	1,000.00
Gananoque, Corporation of the Town of	816.66
Golden Lake Indian Reserve	166.66
Gore Bay, Town of	300.00
Grand River Conservation Authority	1,000.00
Gravenhurst, Corporation of the Town of	955.55
Grey, County of and Owen Sound, City of	1,000.00
Grimsby, Town of	988.01
Guelph, City of	1,734.99
Haldimand, County of	1,200.00
Haldimand, Township of	783.41
Halton, County of	1,000.00
Hamilton, Corporation of the City of	1,000.00
Hastings, County of	1,000.00
Huntsville, Corporation of the Town of	708.00
Huron, County of	1,000.00
Iroquois, Village of	1,530.10
Kapuskasing, Corporation of the Town of	600.00
Kenora, Town of	1,000.00
Kenyon, Township of	517.38
Lambton, County of	1,000.00
Lennox and Addington, County of	1,807.66
Little Current, Town of and Howland, Township of	600.00
Markham, Town of	1,200.00
Massey, Town of	645 63
Meaford, Town of	781.33
Merrickville, Municipality of	157.66
Metropolitan Toronto and Region Conservation Authority	1,000.00
Midland, Town of	1,000.00

Mississauga, Town of	$ 824.66	
Moira River Conservation Authority	697.06	
McNab, Township of	16.66	
Niagara-on-the-Lake, Town of	885.48	
Niagara Falls, City of	1,550.65	
Niagara Peninsula Conservation Authority	768.81	
North Marysburg, Corporation of the Township of	892.84	
North Norwich, Township of	933.33	
Oakville, Corporation of the Town of	1,000.00	
Orillia, City of	1,000.00	
Oshawa, Corporation of the City of	2,200.00	
Otonabee Region Conservation Authority	853.50	
Paipoonge, Township of	600.00	
Peel, County of	1,000.00	
Penetanguishene, Corporation of the Town of	948.66	
Perth, Town of	1,000.00	
Peterborough, City of	1,000.00	
Peterborough, County of	1,000.00	
Pickering, Township of	850.00	
Port Carling, Corporation of the Village of	866.67	
Raleigh, Township of	900.00	
Renfrew, County of	1,000.00	
St. Catharines, City of	1,469.99	
St. Edmunds, Corporation of the Township of	811.75	
St. Josephs, Township of	473.00	
St. Marys, Town of	929.73	
Sault Ste. Marie, City of	2,200.00	
Scarborough, Borough of	1,000.00	
Shelburne, Village of	877.04	
Simcoe, Town of	1,000.00	
Simcoe, County of	1,000.00	
Sioux Lookout, Corporation of the Town of	900.00	
Six Nations Indian Reserve	400.00	
South Marysburgh, Township of	1,493.07	
South Norwich, Township of	310.00	
Springer, Township of	500.00	
Sydenham Valley Conservation Authority	1,493.00	
Teck, Corporation of the Township of	1,000.00	
Thunder Bay, Corporation of the City of	1,716.12	
Tilbury West, Township of	1,000.00	
Toronto, Corporation of the City of	4,000.00	
Upper Thames River Conservation Authority	1,000.00	
Wellington, Village of	700.00	
Wellington, Corporation of the County of	980.06	
Wentworth, County of	1,000.00	
Westport, Corporation of the Village of	251.87	
Windham, Township of	752.08	
Woodstock, City of	1,000.00	
		$ 95,706.51
Ontario Film Institute		10,000.00
Ontario Historical Society		8,500.00
Ontario Archaeological Society		1,000.00
		$115,206.51

Film Distribution For 1971

Television		
National Film Board –		
U.S. T.V. Department Films	590	18,600,000
U.S. T.V. Privately Sponsored	656	23,000,000
Modern Talking Pictures, U.S. T.V.	391	20,160,000
Canadian T.V. (through Department Library)	213	6,600,000
Direct Screening		
National Film Board –		
Department	24,615	1,261,300
Private	18,255	881,760
Modern Talking Pictures	6,033	339,000
National Film Board –		
Department	634	45,409
Abroad-Private	1,079	115,470
Canadian Direct –		
Department	3,231	355,800
National Film Board –		
Canadian Department	166	8,300
Private	6,566	406,800
Theatrical		
U.S. Theatres	11,815	1,773,068
Canadian Theatres	3,250	300,000
TOTAL	77,494	73,846,907

Statistics on Distribution of Photographs in 1971

	Colour	B & W
Tourism and Information Publications and Promotions	1,401	13,706
Travel folders and promotion – not dept	1,306	1,076
Travel shows, exhibitions and displays	800	209
Canadian newspapers and magazines	918	1,389
U.S. Newspapers and magazines	454	523
Television	269	99
Convention publicity	20	20
Industrial house organ	18	190
Educational publications	244	540
Other Government Departments	490	1,905
Foreign magazines and publications	13	5
U.K. Newspapers and magazines	–	10
Souvenirs	160	193
Art Work	88	108
Canadian and U.S. film productions	233	–
Slide presentations	2,177	–
	8,591	19,973

Visitors to Travel Information Centres 1963 to 1971

Centre	1963	1964	1965	1966	1967	1968	1969**	1970**	1971
Cornwall*	44,533	62,190	77,342	71,519	91,565	95,229	87,114	106,350	108,690
Ivy Lea	110,958	103,626	80,498	91,829	114,239	81,682	75,228	84,204	78,881
Niagara Falls*	120,452	121,831	108,015	120,232	59,948	76,670	48,720	84,888	97,692
Windsor (Tunnel)*	71,513	87,271	84,337	125,363	89,322	104,308	103,200	141,210	185,720
Sarnia*	180,172	181,077	161,273	154,010	178,122	179,782	167,589	179,760	189,474
Barrie*	65,077	67,532	70,122	60,823	62,613	83,576	81,402	88,239	98,706
Sault Ste. Marie*	38,272	29,917	39,906	78,367	57,827	42,433	37,941	148,206	178,548
Lancaster	80,669	83,709	27,762	60,823	81,923	54,573	51,246	49,101	56,802
Pointe Fortune	—	—	—	—	49,058	75,530	27,592	21,162	24,195
Hawkesbury	5,856	5,594	7,956	8,757	6,192	5,031	5,523	9,075	11,598
Prescott	8,889	12,899	11,562	17,769	19,531	20,722	18,030	24,753	25,353
Hill Island	—	—	—	—	54,408	43,925	49,755	52,638	65,277
Homer	74,202	16,764	52,516	52,230	33,802	50,558	48,510	92,388	117,420
Fort Erie	32,963	33,630	32,479	42,791	15,612	36,618	32,370	36,834	43,095
Windsor (Bridge)	49,558	54,367	48,365	52,430	42,515	85,584	77,850	90,381	87,143
Pigeon River	—	—	30,079	30,021	30,689	20,095	32,010	43,524	41,103
Kenora	31,824	30,291	34,881	39,551	44,242	38,180	39,990	38,328	46,647
Fort Frances	18,307	13,064	27,356	23,632	17,589	15,063	22,380	22,908	23,757
Rainy River	1,112	2,939	4,090	5,028	4,956	4,703	5,790	5,913	22,887
401 Centres (18)	—	—	—	—	—	275,478	281,250	583,779	610,929
TOTAL	968,120***	985,883***	898,539	1,035,175	1,054,150	1,389,740	1,293,590	1,903,641	2,114,917

*Operated all year (all other centres seasonally operated).

**Improved Tabulation Method Resulted in Lower Figures in some cases.

***This Total includes Middle Falls Reception Centre Which No Longer Operates.

Appendix

Special Promotions Activities 1971

Jan. 4 – 6	Stratford Festival promotion in Minneapolis – preliminary work.
Feb. 1 – 5	Winter sports promotion – Detroit Media – Talisman – Blue Mountain
Feb. 2 – 5	North Bay Winter Carnival promotion in Windsor
Feb. 6 – 7	Host North American Figure Skating Championship – Breakfast at Peterborough
Feb. 8 – 10	Stratford Festival promotion in Minneapolis – preliminary work
Feb. 19 – 21	Quebec Winter Carnival with Minister
Feb. 22 – 25	Stratford Festival promotion in Minneapolis
March 10	Shaw Festival promotion – Reception in Toronto
March 29	A.T.R.O. Annual meeting
April 12 – 19	National Press Week and Newspaper Awards
April 15 – 16	Western Canada Travel Agents Tour
April 18 – 23	Tour Ontario with Vice President and Marketing Manager for Greyhound Tours – Chicago and New York
April 18 – 20	Tour with Mr. and Mrs. Pat Farrell – Ski-See American Tours – Chicago
April 23 – 25	U.S. Food Editor Tour of Toronto and Culinary Arts Show Nick Karas – Field and Stream
May 11 – 14	S.A.S. Travel Agents tour of Ontario
May 11 – 12	Tour with Hon. M. Vairole – Minister, Tourism, Bombay, India
May 14 – 19	Ontario visit of Quebec Tourism Minister – Ste. Marie opening Dave Richey – Spring bear hunt
May 19	South Pacific Travel Agents Tour of Ontario
May 19 – 20	L.O.D.A. – Tourism Conference, Peterborough
May 23 – 24	Meeting, American Sportsman – ABC-TV, New York
May 28 – 29	Belgium Television crew, tour Toronto, Niagara
May 31 – June 7	Tour Ontario with Deiter Zorn, Travel Editor, Frankfurt, Germany
June 1 – 4	German Travel Agents, G.V.T. Reisen, Frankfurt, Germany
June 5 – 6	Hotel Sales Management Association Meeting, Belleville
June 7 – 8	European Travel Agents, Ontario tour
June 13	Attend opening of Can-Am series – Mosport with Minister – Garrett Sutherland, Travel Writer – Moosonee

June 14 – 18	Ethnic Press tour, Southwestern Ontario
June 17	Reception and Dinner, New York Press Association, at Stratford
June 19 – 22	Tour Ontario with Dr. Heinz Meyer, Editor, Reiter Revue, Frankfurt, Germany
July 9 – 15	National Campers and Hikers Association annual convention, Brantford Doug Knight – Fishing trip, Field and Stream Tom Opre, Detroit Free Press, fishing film Pete Czura, Houseboat fishing story
Aug. 9 – 10	Tour with Hans Breland, West Tours Reisen, Germany Tour with Pat Snook, Outdoor Writer, Chicago
Aug. 19 – 26	Attend American Society of Association Executives convention, Florida
July – August	Co-operate with various Great Lake communities in promotion in connection with the cruise of the ketch/Nonsuch
Aug. 21 – 25	Ontario tour with Western U.S. Travel Agents
Aug. 26 – Sept. 9	Ontario tour with L. Leykauf, Travel Editor, Nurnberg, Germany
Sept. 13 – 15	Tour with Mr. and Mrs. D. Price, Canada Calling
Sept. 14 – 16	Ontario tour with J. Berman and L. Freidberg of R. P. M. Film Studios, Johannesburg, South Africa Hank Andrews, Cleveland Press Jim Robey – Dayton Herald
Sept. 16 – 17	Ontario tour with Japan Airlines Travel Agents Roger Latham, Pittsburg Press
Oct. 4 – 6	Third Convention Seminar, Ottawa
Oct. 12	Toronto tour with Mrs. Gaudio, Canadian Government Travel Bureau, Pittsburg
Oct. 23 – 31	Tour with H. Voss, Inter-Air Travel, Frankfurt, Germany
Nov.	Nick Karas – New York, Field and Stream

Advertising Media – 1971

General Television

AREA	Stations
Chicago	WBBM
	WMAQ
	WGN
	WLS
Detroit (Windsor)	WJBK
	WWJ
	WXYZ
	WKBD
	CKLW – Windsor
Grand Rapids/Kalamazoo	WOOD
	WZZM
Lansing	WJIM
	WILX
Flint/Saginaw/Bay City	WNEM
	WJRT
Cleveland	WEWS
	WJW
	WKYC
Cincinnati	WCPO
	WKRC
	WLWT
Dayton	WKEF
	WLWD
	WHIO
Toledo	WDHO
	WTOL
	WSPD
Minneapolis	KSTP
	KMSP
	WCCO
	WTCN
New York	WABC
	WCBS
	WOR
	WNEW
Albany/Schenectady/Troy	WAST
	WTEN
Buffalo	WKBW
	WBEN
	WGR
Rochester	WROC
	WOKR
	WHEC
Syracuse	WNYS
	WSYR
	WHEN
Philadelphia	KYW
	WCAU
Pittsburgh	WTAE
	WIIC
Indianapolis	WFBM
	WLWI
	WISH
Milwaukee	WITI
	WTMJ
	WISN
Boston	WBZ
	WHDH
	WNAC
Washington, D.C.	WRC
	WTOP
Baltimore, Md.	WBAL
	WMAR
	WJZ
Pembina, N.D.	KCND
Duluth, Superior	WDIO
La Crosse/Eau Claire	WEAU

Canadian Markets

Montreal – French	CFTM
	CBFT
Montreal – English	CFCF
Toronto/Hamilton	CFTO
	CBLT
	CHCH
Winnipeg	CJAY

Heritage Highways Television

Sherbrooke	CHLT
Montreal	CBFT
	CFCF
	CFTM
Quebec	CFCM
	CKMI
Kitchener	CKCO
London	CFPL
Ottawa	CJOH
	CBOT
Toronto	CBLT
	CHCH
	CFTO
Wingham	CKNX

Magazines – U.S.

Harper's
The Atlantic
Outdoor Life

The Department of Public Records and Archives

Archives Branch

A move to new and expanded quarters at 77 Grenville Street will take place in March, 1972.

The number of registered research visits to the reading room in 1971 was 5,037, the largest annual total in the history of the Archives branch. As usual, the researchers represented a wide range of professions and interests including: government administrators, university staff and students, school teachers, lawyers, economists, geographers, surveyors, architects, community planners, local historians, genealogists and representatives of the public media. The following table of requested material is based on separate request slips authorizing conveyance of documents from the holding areas to the reading room.

	1971	1970
Government Records	2,101	1,960
Private Manuscripts	1,965	1,348
Newspapers (original)	280	257
Maps	462	304
Books	1,316	1,209
Pamphlets	661	294
Microfilm (largely of non-published material or newspapers)	2,114	1,805
	8,899	7,177

Apart from assistance given to researchers more than 2,000 mail and telephone questions were answered, some involving very extensive research.

The photocopying facilities were used to capacity in order to supply copies of archival documents to researchers or to add to our own holdings. Copies processed for researchers included: 1,544 photostats, 10,385 Xerox prints, 1,676 photographs and 166 one-hundred foot reels of microfilm. This service is not a simple matter of routine physical copying but (particularly in the case of mail enquiries) includes exact identification of researchers' sometimes generalized requests, special handling of perishable documents and related delivery and accounting procedures. One hundred and eighteen reels of early newspapers and pre-Hansard debates of the Ontario Legislature were supplied to various universities and libraries. Copying of outside material for addition to the Archives' holdings included: 1,277 photostats, 2,045 Xerox prints, 1,825 photographs, and the equivalent of 321 one-hundred foot reels of microfilm.

A major project of 1971, involving participation by all staff Archivists, was the basic revision and updating of the catalogue card entries (general series) in the public reading room. This has been completed and the relevant longhand entries made on the old cards. It is hoped that the new cards will be typed and available to researchers before the end of 1972. In order to facilitate searches by genealogists and, conversely, to obviate necessary checking of all relevant catalogue cards by other researchers, a series of cards containing primarily genealogical entries has been separated from the main series. At a later date, we plan to revise and interfile the extensive series of catalogue entries covering our Crown Land Papers.

Government Records Section

This Section is primarily responsible for identifying, acquiring (at the end of their operational life), preserving, analysing and making available to researchers, records of enduring significance of all agencies of the Ontario Government. During the last three years, the government-wide Records Management programme has come into full operation so that the Section's resources have been strained severely by the additional responsibility of working closely with the staff of the Records Services Branch in connection with the preparation of retention schedules and other aspects of the latter's work.

Some 2,000 cubic feet of records were transferred to the custody of the Government Records Section during 1971 of which approximately 600 cubic feet were received under authority of Records Management schedules and the remainder via direct transfer agreements with the relevant Departments.

Among the larger accessions were:

Department of Education, 458 cu. ft. (including 'inter alia': Central Registry files 1935-1962)

Department of Health, 367 cu. ft. (including i.a: Deputy Minister's files 1946-1965; and Psychiatric case files 1921-1950.)

Department of Justice, 330 cu. ft. (including i.a: Minister's files 1955-1962; Fire Marshall's files 1949-1963; and Supreme Court, Chancery Division case files 1900.)

Department of Tourism and Information, 180 cu. ft. (including i.a.: Minister's files 1963-1969; Deputy Minister's files 1962-1968; Theatre Branch files 1920-1969.)

Department of Lands and Forests, 150 cu. ft. (including i.a.: Miscellaneous Survey files 1798-1918; abandoned timber licences 1914-1969; and aerial photographic film

negatives 1930-1947.)

Department of Municipal Affairs, 147 cu. ft. (including i.a. : Adopted Official Plans work files 1951-1963).

Department of Provincial Secretary and Citizenship, 44 cu. ft. (including i.a. : Indices to Land Patents 1790-1912 ; various Commission and Select Committee records 1960-1968.)

Apart from transfers of hard copy records from Government Departments and Courts, the Section received further large accessions of microfilm copies of 19th century Surrogate Court records under an agreement with the Salt Lake City Genealogical Society. These totalled 341 reels and included Surrogate records of the Counties of Frontenac, Hastings, Lennox-Addington, Northumberland-Durham, Ontario, York and Stormont-Dundas-Glengarry.

Among original municipal records transferred to the Archives in 1971 were : Assessment Rolls of Caledon Township, 1897-1926 ; Miscellaneous Records of the Grey County Council 1852-1871 ; and Norfolk County Treasurer's Records 1870-1921. Some 190 reels of microfilmed Municipal Records were acquired, including various runs of assessment rolls for Brant, Bruce, Elgin, Huron, Lambton and Middlesex.

A large number of Records Management schedules were evaluated for their historical and general research significance. These included 70 field investigations of records series in the custody of the Departments concerned or at the Mississauga Records Centre. During the year, 181 of the retention schedules approved included provision for ultimate transfer to the Archives of some or all of the records concerned. The number of approved schedules involving ultimate transfer of the records concerned to the Archives is now 303. Some are of very substantial volume.

In 1971, field teams from the section visited Court Houses, Registry Offices and other repositories in 18 Ontario communities to identify and prepare preliminary listings of extensive holdings. This resulted in the identification of a large volume of early Court records of undoubted archival significance which it is expected will be transferred directly to the Archives during 1972.

The influx of new material plus essential liaison with the Records Services Branch, placed a heavy burden on the Section's staff. Preliminary processing and basic physical rearrangement was completed for 80% of all government records acquired during the year. However, the final inventorying, revising and cataloguing of the established record groups proceeded at a slower pace than in earlier years. Nevertheless, numerous additions involving the incorporation of new accessions were made to the inventories of : R.G.1 (Department of Lands and Forests) ; R.G. 5 (Department of Tourism and Information) ; R.G. 8 (Department of Provincial Secretary and Citizenship) ; R.G. 18 (Committees and Commissions) and R.G. (Court Records). At the same time, the Section answered a large and increasing number of historical and other research inquiries received by mail and continued to assist visitors in the Department's public reading room.

Private Manuscript Section

During 1971 the Archives acquired, through donation or purchase, 347 separate accessions of non-government documents. These acquisitions varied from several thousand items to single manuscripts. A substantial proportion was obtained through the efforts of the Field Liaison Officer who, in addition to extensive travelling in Canada and the United States, spent six weeks in the United Kingdom.

Among the larger and more significant acquisitions were :

The Papers (1880-c. 1950) of Sir Wyly Grier (1862-1957), one of Canada's most talented portrait painters and a president of the Royal Canadian Academy and the Ontario Society of Artists. The Papers include extensive correspondence with leading artists and public figures, as well as drafts of Sir Wyly's personal memoirs.

The personal Papers (1901-1965) of the Honourable E. C. Drury (1878-1965), Prime Minister of Ontario 1919-1923. They include correspondence, speeches, clippings and drafts of many of his articles and books. (It should be noted that these Papers are in addition to the official files of this Prime Minister acquired several years ago.)

The extensive personal Papers and business records (1870-1940) of Narcisse E. Cantin (1892-1940), financier, inventor, canal builder, town planner and visionary.

The Crawford Family Papers, constituting an extensive and interesting record of a Loyalist family who came to New Brunswick c. 1785 and moved to North Oxford County, Upper Canada, c.1836. Of particular significance are diaries, 1810-1881, kept by Benjamin Benedict Crawford, U.E. (1777-1859) and

his son, James Augustus Crawford. Another son, Christopher Colin (1862-1891) spent considerable time in the West on both sides of the international boundary during the 1880's.

The Papers (1883-1903) of Roderick R. McLennan (1842-1907), including business and personal documents of this contractor, banker, publisher and Glengarry M.P.P.

The colourful and informative diary of Joseph Pringle, describing a journey on a squared timber raft from Picton, Upper Canada, to Montreal, in 1830.

The Dr. H. T. Townsly Douglas Papers (1816-1965), comprising an extensive collection of research notes and articles on regional history relating particularly to Bytown-Ottawa. The Collection includes original correspondence (1816-1910) of the prominent Christie family of the above community.

Selected records (1935-1967) of the Canadian Association for Adult Education.

Forty-three personal diaries (1870-1900) kept by John Phenix, an Albion Township farmer.

The Papers (1865-1881) of Sydney Barnett, who operated a Niagara Falls museum, one of the community's earliest tourist attractions and who was active in the regional militia at the time of the Fenian Raids.

The Wadsworth-Ridout Papers (1822-1943) which contain historical and genealogical documents relating to the Wadsworth family of Weston. They include diaries and letters of Thomas Gibbs Ridout (1792-1862), Deputy Assistant Commissary General for Upper Canada during the War of 1812 and correspondence of his wife, Matilda.

The Adam Hope correspondence (1837-1878) containing valuable information on contemporary affairs, including immigration politics and commerce in Southwestern Ontario.

The comprehensive business records of the Barber Turbine and Foundries Co. Ltd. of Meaford (1867-1953).

A muster roll of the 4th Lincoln Militia during the War of 1812.

Apart from acquisitions of original documentary material, the Archives microfilmed records and collections in other institutions and agencies. Particular mention might be made of the extensive archives of the Roman Catholic Church relating to its activities in the western part of the Diocese of Upper Canada prior to the establishment of the Diocese of Toronto in December 1841. 'Inter alia', we have filmed the correspondence and papers (1786-1842) of the Most Reverend Alexander Macdonnell, first Bishop of Upper Canada (1826-1840); and the papers and correspondence (1839-1842) of the Most Reverend Remigius Gaulin, Bishop of Kingston (1840-1857).

Work on analysing and preparing finding aids for our private manuscript holdings continued at a satisfactory level during the year. Inventories were prepared for: Fur Trade Collections; the Osler Family Papers; the Bristol Papers; the Wadsworth Family Papers; Hamilton Brothers & Hawkesbury Lumber Company records; and the Yonge Mills records. New and revised introductions were prepared for 23 named collections and a guide to the use of the Surrogate Court records films was completed as well as indices to various marriage registers. A detailed staff guide was compiled laying down standardised procedures and approaches to be followed in all future documentary cataloguing. Apart from assistance to researchers visiting the Archives, the staff of the Private Manuscript Section answered a very large volume of mail enquiries, particularly those related to genealogy.

Picture Collection

The Archives Picture Collection of sketches, engravings, posters, architectural measured drawings and photographs continues to be used heavily by a wide range of researchers. Research requests numbered 259, and 159 visits were recorded, which resulted in the provision of 1,676 prints to enquirers. This constituted a substantial increase in photographic work.

The collection continues to be well used by government departments, broadcasting agencies, historians, students and teachers, and twice as many publishing houses used the collection in 1971 as in the previous year. Assistance was also given to two historical restoration projects, one in Edmonton and the other in connection with the reconstruction of the Northwest Company's Headquarters at Fort William. Assistance was also provided to the National Historic Sites Service, Ottawa. Accessions during 1971 totalled 3,275 individual items including 847 original photographs, and 156 glass and 926 celluloid original negatives. Copies were made of 1,825 pictures which owners did not wish to

donate. This more than doubled the photocopying work on current accessions.
Among the larger accessions were approximately 450 photographs (c.1900-1930) relating to the Temagami and Biscotasing areas and including scenes and persons associated with the life and times of Archie Belaney, better known as Grey Owl.
A second large collection documents mining and settlement activity in the Cochrane area 1910-14. It provides some detailed views of mining operations, railway construction, social gatherings and labour demonstrations. Port Hope is the focus of one hundred and sixty-five glass negatives in the Alfred Long (1890-1929) collection which covers street scenes, social gatherings, interiors, and local personalities. Port Perry and vicinity is illustrated in a series of 68 photographs, while Toronto's Ashbridge's Bay 1910-1940 is recorded in a group of 65 pictures. Great Lakes ships are the subject of 68 photographs taken between 1890-1915.
In the field of the Arts the collection of the Arts and Letters Club was copied, adding 98 portraits of past presidents and 76 copies of club activities to our reference holdings. An exceptionally valuable addition to our collection is a selection of some 900 negatives of Ontario subjects taken in the 1940's by the Gilbert A. Milne Studios, Toronto.
Two accessions of very fine and rare nineteenth century photographs were acquired. One consisted of a hundred and eight prints by Alexander Henderson during the 1870's. Even more noteworthy as examples of early photographic techniques and skills was a donation in memory of the late Verschoyle Blake, consisting of: a whole-plate ambrotype of Niagara Falls c.1850; a Topley portrait of the family of Samuel McLaughlin, the first Dominion government photographer, c.1872; a group portrait of Governor-General Lord Monck 1864; and an unidentified portrait by Ellisson of a man and two children c.1860.
Work on the aperture card subject index progressed during 1971. To date, approximately 15,000 main subject and cross-reference cards have been completed and are being used by researchers. Our handling of glass negatives (of which we have several thousand) has been facilitated by the acquisition of a 'contact printer' which enables the Archives to produce copies quickly and easily from these glass plates, prints for reference or further copying.

Newspapers
While the Archives is not primarily concerned with published material, an exception is made in the case of newspapers, particularly those of the 19th century. Many of these are unique or rare documents associated closely for research purposes with our manuscript holdings. During 1971 the newspaper collection was strengthened by 33 accessions including 80 mastheads, 34 of them not previously represented in our holdings. Fifty-four mastheads consisted of only a few original issues each, but others comprised runs of a year or more.
Among the more extensive runs of originals acquired were: *Saturday Night* (Toronto) (1888-1898); *The Whitby Reporter* 1851-52; *Whitby Chronicle* (thirty-one years between 1857 and 1911); *Whitby Chronicle and Gazette,* 1913, 1914, 1917; and *Whitby Keystone* 1906. We also obtained the original runs of the Bradford papers described below under microfilmed material.
The Archives microfilmed the following newspaper files; *The Dundalk Guide* 1877-1881 (a complete run for this shortlived journal); *Durham Review* 1878-1940; *Markham Economist* 1856-1915; *Markham Sun* 1881-1912; *Markham Economist and Sun* 1915-1941; *Bridgeburg Review* 1909-1929; *Ridgeway Herald* 1909-1929; *Fort Erie Times* 1909-1929; *Bradford Chronicle* 1854,1891; *The Herald* (Bradford) 1878; *The Witness* (Bradford) 1880-1910; *The Canada Farmer* 1864-1873 and 1875; *The Pioneer* (Toronto) 1915-1922; *Ontario Workman* (Toronto) 1873-74. The above papers required 247 one-hundred foot rolls of microfilm.
Microfilm positives of the following newspapers were purchased to augment our holdings: *St. Thomas Standard* 1844-46; *Canadian Courant* (Montreal) 1807-34; *Montreal Pilot* 1844-1862; *Montreal Vindicator* 1828-1837; *Montreal New Era* 1857-58; *Peterborough Examiner* 1901-30; and *Toronto World* 1882-1885. These purchased items added 211 rolls of microfilm to our holdings.

Maps
A total of 728 individual additions to our map holdings were made during 1971.
Among the larger and more interesting acquisitions were 47 maps and plans (c.1860-1923) from the Victoria County Court House, including county maps, railway plans, directory maps and town and survey plans covering the

east central Ontario region. We also received 77 maps, and survey and sub-division plans, related to the Kingston area, 1846-1912, as well as 237 Toronto Survey and sub-division plans, 1886-89.
Among the single items of historical significance received were: a coloured engraving of 1798 by J. Stockdale entitled "A New Map of Upper and Lower Canada"; a plan of a route from Lake Superior to the Red River 1870; and a "Map showing Mounted Police Stations and Patrols throughout the Northwest Territories during the year 1888".
Photostats of 37 maps of historical significance were obtained from the Public Archives of Canada, the majority compiled by John Arrowsmith during the period 1795-1850.
Some progress was made in revising earlier and inadequate cataloguing entries and in the separate cataloguing of post-1900 maps for the National Map Catalogue. However, owing to pressures arising from the fact that the Map Archivist was also employed on other archival activities associated with the Records Management programme, a very large backlog of cataloguing remains. In May 1971, the Ontario Archives participated (with the Canadiana Division of the ROM and the MacDonald Ophthalmic Foundation) in a joint map exhibit entitled "Plotting the Land of Ontario 1564-1919".

Library

The Archives Library contains a specialized collection of published material relating primarily to the history of Ontario. It provides a readily accessible reference service to our staff and to visitors using non-published primary material in the Archives. At the same time, we have had to emphasize to visitors that most of the books, pamphlets and periodicals concerned are equally available in any large Ontario Public Library and should be consulted there rather than in the Archives whenever feasible since our comparatively restricted facilities are intended to serve persons undertaking research in non-published sources.
During the last calendar year, 283 books, 158 pamphlets and 304 government publications were added to our Library holdings and 9 additional subscriptions to periodicals were approved. A total of 4,389 catalogue entries relating to 384 titles were completed and our Librarian frequently assisted the Archivists and visitors in locating specific information from published works.

Records Services Branch

This Branch is the central advisory and operational agency which provides skilled advice and assistance to all Departments of the Ontario Government in the field of Records Management. During 1971, Branch Analysts worked closely with departmental Records Officers, and the Records Centre provided low-cost storage and efficient servicing in a successful effort to improve records management practices.
Two government-wide studies during the year recognized that the potential economies and increased efficiency to be gained from the promotion and wider use of improved micro-recording practices and forms management practices would require additional attention as elements of the Records Management programme. The Branch was requested by the Records Management Committee of Treasury Board to develop any necessary practices and training courses that would engender a vigorous approach to these latent elements of the programme.
The Branch is organized in two sections: the Advisory Services Section (a group of Records Analysts making direct liaison with Departments through their departmental Records Office), and the operational Records Centre Section. All Analysts and the Records Centre Manager devote a portion of their time, both in the development of training programmes and as class instructors through an informal training section.

Advisory Services

During the year, the Records Management programme continued to attain proven economies, exceeding the half million dollar mark in gross savings for the second year in succession.
Some 2,077 records retention schedules and destruction requests were approved by the Records Management Committee, each document involving close liaison between the departmental Records Officer, the Branch Analyst and Archivist concerned. These actions resulted in the destruction of 34,081 cubic feet of dead records, bringing the programme total to 153,511 cubic feet in just over 5 years. This volume represents some 2,600 tons or the equivalent of 43 filled freight cars.
The scope of the Records Management programme became increasingly evident when the records inventory figures were published in September, revealing that 31 Departments and agencies were holding 1,064,711 cubic

feet of records, and that final figures would not be available before April 1972, the deadline imposed by the Records Management Committee for the completion of inventorying and scheduling by Departments. Initial analyses of the review of some 45 file registries conducted by Branch Analysts indicated that departmental files contain many duplicates, extra copies, transitory material and working papers ; all of which lead to an excess paper volume involving high storage costs which contributes little to the information needs of the users' departments.

A policy was promulgated authorizing the disposition of these types of non-record material by local authorities through the medium of in-house schedules and in-house destruction requests.

This vigorous approach to records management was reinforced by the publication and issuance of a Records Retention Guide to Departments. The contents indicated the disposition authorized by the Records Management Committee for all records schedules approved through April 1970. Two further volumes, one for Housekeeping Records and one for Operational Records are in preparation, reflecting the experience gained as a result of the further 2,000 schedules approved through December 1971.

These publications reflect the experience gained from the Ontario programme and are not second-hand. A subcommittee consisting of departmental Records Officers under the guidance of our Branch Director developed the material for the retention guide. Liaison with Records Officers, through regularly scheduled meetings, resulted in the publication of three sections of a new Records Officers' Guide, again reflecting practical experience gained through the Ontario programme.

During the year, over 2,000 cubic feet of documents of long term research significance were transferred to the Archives Branch for permanent retention. The inauguration of a programme involving systematic identification and scheduling of all government records by series on departmental schedules has greatly assisted more comprehensive transfer to the Archives of historical records which might otherwise have been overlooked or lost. A substantial portion of the material was handled through direct transfer to the Archives Branch rather than under schedules requiring further interim retention in the Department concerned, or at the Mississauga Records Centre.

The Branch continued its field work by assisting a number of Departments in a critical examination of their record-keeping practices, and for this purpose used the task force techniques which includes departmental staff, particularly, their Records Officer. Detailed individual interviews were held with every Records Officer during the calendar year so that specific departmental problems could be unearthed discussed and advice given for remedial actions. Generally speaking, the basic problems continue to be a chronic shortage of trained records personnel, a lack of centrally controlled file classfication plans and, in many instances, a low level approach to records management.

In the field of micro-recording, the Branch, on request, advised several Departments on the records management aspects of many potential micro-recording applications. It was found that the full benefits of this records medium could not be realized until departmental personnel are better trained and made aware of the technical, administrative, cost benefit and records management aspects applicable to micro-recording applications.

A similar pattern was discovered during the course of the Province-wide Forms Management Study, in which members of our staff participated.

Training

With the encouragement of the Records Management Committee and in co-operation with the Department of Civil Service, a 4-day Microfilm Course was developed during the year and given twice (in May and in November) to 40 persons including Records Officers, Microfilm Operators and Systems and Procedures Analysts. A shortened course was given on request to 15 financial analysts of one Department. The course will be offered at least twice in 1972.

Anticipating the recommendations of the Committee, a two-week Forms Design Course and a two-week Forms Management Course were developed and approved by the Department of Civil Service for offering in April and September 1972 to persons responsible for Forms Management and Forms Design within Departments.

The annual Certificate Course in Records Management was given in mid-summer to 18 Records Officers who participated over a 3-week period at the Staff Training Centre, Barrie.

The open forum sessions held regularly with departmental Records Officers, once again proved their value through the discovery that a need existed in Departments for the training of their File Supervisors, Classifiers, and Coders. The Branch was asked to undertake this training.
A survey of 45 registries was made to determine the needs of the personnel concerned and, based on the branch's findings, a curriculum was developed for a 5-day course. This was approved by the Records Management Committee, and with the co-operation of the Department of Civil Service will be offered four times a year through this program. Ninety-six people will receive specialized training in records management practices annually.

Records Centre

The Records Centre in Mississauga Township which offers government agencies secure storage facilities for their inactive records, back-up tapes and security copies of microfilm took in a further 19,641 cubic feet gross during the year, bringing the total holdings to 75,872 cubic feet net, which is 86% of the Centre's capacity. The balance is technically in reserve for the transfer of the holdings of cancelled agents of the Health programme.
Because the future holdings have been carefully and accurately forecast, approval was given by Treasury Board to construct an annex under the 1972 Winter Works programme. This annex will provide a further 112,000 cubic feet of storage space with improved reference facilities and security features.
The well used reference service provided by the Centre's staff to client Departments expanded to 22,905 references in 1971, an increase of some 60% over the reference level of 1970. Productivity has increased during the year inasmuch as the average time to locate any one file following an enquiry, was reduced from 4½ minutes to 3 minutes. With the addition of one delivery van and one driver, the Centre's two trucks make twice-daily deliveries to the client agencies through an inner-circle route and an outer-circle route of the Metropolitan Offices. Additionally, pick-ups of small intakes to the Records Centre are being effected economically through liaison with departmental Records Officers and their shipping staff.
The facilities provided at the Centre for the extended on site examination of records by departmental representatives has been augmented with the necessary microfilm readers in order to extend the service to their microfilm holdings. One hundred and two visits from the staff of 23 Departments were recorded in 1971.
With the elimination of practically all of the unscheduled records from the Centre, its value as a half-way house became apparent in 1971 as transfers to Archives from the Centre amounted to 504 cubic feet and destructions, 7,431 cubic feet. This represented 9½% of the holdings and the volume of throughput is indicative of a well-planned and well-executed records management programme.

Quantitative Achievement

The highlights of 1971 include :

A. Schedules			
(i) Approved		2,077	
(ii) Work in Progress			
In Committee Stage		732	
In Departmental Stage		1,509	
Total			4,318 items
B. Disposals			
From Departments	cu. ft.	26,146	
From Records Centre	cu. ft.	7,935	
Total			34,081 cu. ft.
C. Transfers			
To Archives	cu. ft.	2,043	
To Records Centre	cu. ft.	19,641	
Total			21,684 cu. ft.
D. Equipment Released			
Filing Drawers			4,767 items
Shelving, Linear Feet			15,749 lin. ft.
E. Holdings			
Records Centre, 31 Dec. 1971			75,872 cu. ft.
Net Intake 1971			11,706 cu. ft.
Microfilm, 31 Dec. 1971			19,546 rolls
Net Intake 1971			14,900 rolls
F. Records Centre Activity			
References Services			22,905 items
Refiles made			20,994 items
G. Training			
Instruction Hours Given			227
Participants Trained			232
Training Received in Man Hours			4,716
H. Economic Achievements from value of Staff, Space, Equipment, Scrap Sales and all other Recoveries, 1971			$643,603
I. Branch Expenses 1971			$226,680

J. Net Economies 1971 $416,923

K. Accumulated Economic Achievements (since inception of programme)

	1966-68 $	1969 $	1970 $	1971 $
Gross	491,200	407,450	851,402	643,603
Net	263,200	300,200	653,886	416,923
Accum. Net	263,200	563,400	1,217,286	1,634,209

Box Score 1966-1971

Accumulated Physical aspect of the programme since inception in late 1966:

Records Destroyed, cubic feet	153,511	
Transfers to Archives, cubic feet	8,103	
Records Centre Holdings, cubic feet	75,872	
Total Volume removed from Departments	237,486	cubic feet
File Drawers recovered for re-use	19,061	
Linear Feet of Shelving recovered for re-use	68,239	

Historical Branch

Research and Promotion Section

Erection of plaques

During 1971 the Branch continued its active programme of marking subjects of provincial historical significance by means of distinctive blue and gold plaques. Thirty-nine were erected and unveiled, and research was carried out in varying degrees on about 300 suggested subjects. All subjects commemorated by plaques had been recommended by the Archaeological and Historic Sites Advisory Board. The plaques erected covered a wide range of interest, including such subjects as: Lawren Harris, one of Canada's most distinguished artists; Dr. Mahlon W. Locke, the internationally-known physician; two "colonization roads"; "Dreamer's Rock", a site that featured prominently in the traditions of the Indians of Manitoulin Island; the Reverend Egerton Ryerson, founder of the Province's present system of public education; the Geraldton Gold Camp; the Discovery of Insulin; fur-trade companies and routes; historic houses and public buildings; Lord Beaverbrook; and the founding of various Ontario communities. Public unveiling ceremonies were held in connection with the erection of each plaque and the Branch received excellent co-operation from municipal councils, historical societies, Indian Bands, churches and other local groups, who acted as sponsors for these events.
An estimated 10,000 persons attended the ceremonies and press coverage was extensive. By the end of 1971 the Branch had erected 675 plaques

Archaeological Field Work

The Branch administers no regular archaeological programmes such as are carried out by the Province's major museums and university departments of anthropology. However, as part of our general historical research, principally in connection with the plaquing programme or where sites have some obvious potential for development by government agencies or other organizations, some field work is given financial support. During 1971 the extensive re-survey and cultural identification of previously recorded aboriginal sites in Huronia was continued. Excellent results have been obtained and it is hoped that more information will be obtained in order to identify positively various 17th century villages mentioned in documentary records, such as Champlain's Journals and the Jesuit Relations.
Among other projects supported by the Branch

were : an investigation of the site of the 18th century Matthew Elliott House at Amherstburg ; investigation of a site on Thorah Island containing both historic and pre-historic material ; and an investigation of the site of the Province's first glassworks at Mallorytown.

Research Services and Publications

During 1971 the Branch was again called upon to provide research material for numerous government departments and outside agencies, including the Departments of Tourism and Information, Lands and Forests, Transportation and Communications, Provincial Secretary and Citizenship, the Royal Ontario Museum, the Ontario Heritage Foundation, the John Graves Simcoe Memorial Foundation, the United Empire Loyalists Association and others. Many inquiries were also received and answered from municipal councils, tourist organizations, historical societies and a large number of private citizens. Many of these inquiries were generated as a result of the plaque programme. Others were received from students and Canadian and U.S. citizens interested in the history of Ontario.

The departmental booklet "Historic Sites, Museums and Plaques" was compiled by the Branch and published by the Department of Tourism and Information under a new format. Well received by the general public, it has been complimented by organizations working in the historical field including delegates attending the annual Canadian Conference on Historical Resources, held during 1971 in Quebec City.

Work continued on a project involving the publication of a series of volumes of historical press releases prepared over the years in connection with the plaque ceremonies. For each ceremony a release had been issued giving a summarized story of the subject commemorated. This information should be useful to schools as a teaching aid, as well as to tourist organizations, municipalities and the news media. Succeeding volumes will be compiled and distributed on a geographical basis designed by the Department of Education, so that maximum exposure can be obtained in each region's schools. The first volume, devoted to Education Region VI (Wentworth, Haldimand and Norfolk Counties, and the Regional Municipality of Niagara) will be published shortly.

Special Projects and Exhibits

The permanent exhibit "Our Parliamentary Heritage" remained as one of the major attractions for visitors to the Main Parliament Buildings. This display is frequently up-dated, and the section devoted to government organization will be radically altered when pending changes are implemented. The Branch has received many complimentary references to the value and attractiveness of the exhibit, especially from teachers visiting it with their classes.

In 1971 the Branch provided the Secretariat for the Archaeological and Historic Sites Board and for the John Graves Simcoe Memorial Foundation, and acted in a liaison capacity in Ontario for the Canadian Conference on Historical Resources.

Museums Section

During 1971, the Museums Section continued its programme of providing technical, administrative and display advice and assistance to the 215 museums in Ontario. This represented an increase of 21 museums in the past two years. The Advisers visited 125 museums in addition to meeting with 25 governmental, municipal, corporate and private organizations interested in museums and their development, in order to discuss matters of planning, display, financing, governmental assistance, and organizational procedures.

The Department's display technique improvement programme was carried on actively during the year, and the Section provided plans, illustrations, assistance and advice to 12 museums to assist them in up-dating their displays. Of this number, seven were accepted and completed for the 1971 museums season. Others were commenced and had progressed through various stages of construction. These projects ranged in scope from up-dating and redeveloping existing displays to designing and preparing working plans for entirely new museum display presentations. The Advisers also carried out a continuing programme of maintenance and improvement for two large departmental historical and museum display projects, as well as providing floor plans and consultation services for a large departmental display at the Canadian National Exhibition.

The museum grant programme has continued to grow. It registered an increase over 1970. In that year, 111 museums qualified for an average grant of $862.00 totalling $95,706.00. In 1971 116 museums qualified under the Regulations, for an average grant of $830.00. Since this total exceeded the departmental appropriation of $96,000, the Branch was forced to employ a clause in the Regulations. This resulted in a small pro rata reduction in

the grant to each qualifying museum.
The museum training programme instituted with the co-operation of the Canadian Museums Association during 1969 is in progress and two new seminars were developed and presented during 1971. These included museum planning and design, and financial planning and accounting. The Museums Advisers worked as consultants and faculty members in two seminars, and were originators of a third seminar held in the Province.
During 1971 the Senior Adviser was elected to the National Council of the Canadian Museums Association, and continued to serve as a member of the National Training Committee.
The pilot museum training scheme, initiated in 1970 through the combined efforts of the Canadian Museums Association and the department's Museums Section, has already begun to produce desirable results. Several provinces are conducting similar seminars on a local basis, using local and provincial resource personnel.
The Museums Section keeps in touch with current developments and progress in the museum field through memberships in museums organizations and subscriptions to museum publications. The Museum Advisers attended a number of museum seminars and conferences related to the development and improvement of museum methods and operations.
The Museums Advisers also took an active part in assisting with the planning and organizing of the Ontario Historical Society Museums Section annual workshop. This was in Chatham and it dealt with museums and their relationship to the community in the fields of architectural preservation, local museum educational programmes, and local museum development.
This office continued its annual statistical surveys by compiling and publishing museum attendance figures, maintaining detailed administrative data on all museums, and preparing, publishing, and distributing the list of names and addresses of all curators and persons in charge of museums in the Province.

The Archaeological and Historical Sites Board

This 12-member body acts in an advisory capacity to the Minister of Public Records and Archives on matters within his jurisdiction pertaining to history and archaeology. It includes some of the Province's outstanding historians and archaeologists, as well as the current president of the Ontario Historical Society and other private citizens noted for their knowledge of the province's regional history. Meetings are held at approximately six-week intervals from October to June and, during the summer months, the members speak at each of the plaque unveiling ceremonies.
The Board is responsible for giving consideration to the large number of requests for historical commemoration and it makes relevant recommendations to the Minister. In 1971 over 250 requests were considered in detail, in addition to some 50 plaque research projects submitted directly by the Branch staff. The Board is responsible for detailed consideration of requests from archaeologists and other interested persons that particularly important archaeological sites be protected by designation or that financial support be granted for field investigations.

Appendix A

List of Historical Plaques Erected in 1971
The historical plaques erected in 1971 on the advice of the Archaeological and Historic Sites Board of Ontario are listed hereunder in the Counties, Districts or Regions in which they are located. The brief descriptive notes which have been added are not copies of the actual texts appearing on the plaques, but intended merely to indicate the nature of the subject commemorated.

*Denotes plaque with texts in English and French

ALGOMA
The Michipicoten Canoe Route – This important fur trade route, stretching inland from James Bay to Lake Superior, was probably explored at an early date by the French. It was later developed by the Hudson's Bay Company which established posts along the route. (Near Wawa, at the Michipicoten River, highway No. 17 crossing point).

BRANT
Lawren Harris 1885-1970 – Commemorates one of Canada's most distinguished artists, who was a founding member of the Group of Seven. (Brantford, opposite the Brant Historical Museum, 57 Charlotte Street).

Canada's First Telephone Business Office 1877 – Marks the house, originally located in downtown Brantford, that served as the country's first telephone business premises. A retired Baptist minister, the Rev. T. P. Henderson, was the first general agent, and used the house, his residence, as an office. (At the Bell Homestead, Brantford).

BRUCE
The Founding of Walkerton – Commemorates the founding of this community in the 1850's by Joseph Walker. It was incorporated as a town in 1871. (In front of 15 Mill Street, Walkerton).

DUNDAS
Dr. Mahlon W. Locke 1880-1942 – Commemorates one of Canada's best-known physicians, who treated many arthritics by manual manipulation of their feet. (At the Locke home, County Road 11, Williamsburgh).

ELGIN
Col. the Hon. Thomas Talbot 1771-1853 – One of the most colourful characters in the early history of the province, he was the founder of the "Talbot Settlement." A successful colonizer, he organized settlement in twenty-seven townships from Long Point to the Detroit River. (At the Elgin County Court House, Wellington Street, St. Thomas).

St. Peter's Church 1827 – This attractive example of early Gothic Revival architecture stands in the midst of the original "Talbot Settlement" and is the burying place of its founder, Col. Thomas Talbot. (St. Peter's Church, Tyrconnell, near Dutton).

ESSEX
Sinking of the "Kent" 1845 – Commemorates the collision of the steamers "Kent" and "London" which occurred because on sighting one another neither would alter course. (Point Pelee National Park).

GRENVILLE
The Founding of Spencerville – Commemorates the founding of this community in the early 1800's by Peleg Spencer and his son David. (In front of the Edwardsburgh Township Hall, Spencerville).

St. James' Church 1826 – An attractive example of early Gothic Revival architecture, this church was begun in 1826. It remains largely unaltered from its original design. (St. James' Church, Maitland, about 5 miles east of Brockville).

HASTINGS
The Founding of Deseronto – Commemorates the founding of this community in the 1840's and 1850's which became one of the province's earliest "company towns." (Centennial Park, between Main Street and the waterfront, Deseronto).

The Peterson Road – This "Colonization Road" built 1858-63, was part of a network of routes constructed to open up the southern region of the Precambrian Shield. (In front of the Bangor, Wicklow and McClure Township Hall, Maynooth).

KENT
The Founding of Dresden – Commemorates the establishment and growth of this community in the 1840's and 1850's. (At the Town Hall, corner of St. George and North Streets, Dresden).

LANARK
The Founding of Almonte – Established in the 1820's, this town grew rapidly and later became a major centre of the Canadian woollen industry. (Town Hall, Almonte).

GOVT PUBNS

LEEDS

Gananoque Town Hall – This handsome building, constructed in the early 1830's as a private home, was given to the community for use as a town hall in 1911. (Town Hall, Gananoque).

LENNOX AND ADDINGTON

The Addington Road – The major portion of this "Colonization Road" was built 1854-57. It formed part of a network of routes designed to open up the southern region of the Precambrian Shield to settlement. (Near the junction of highways 7 and 41, at Kaladar).

MANITOULIN

"Dreamer's Rock" – This tall quartzite rock derives its name from a local Indian tradition that it was used for dream visitation. Indian boys, on reaching puberty, would fast at the summit, and, through dreams, received powers from a "guardian spirit." (East off highway 68 to "Birch Island Lodge," about 7½ miles north of Little Current. Signs from the lodge direct visitors to the rock).

MIDDLESEX

The Founding of Lucan – Commemorates the establishment of this village in the 1850's which, in 1830-35, had been the site of the Negro Wilberforce Colony. (The Community Centre, Lucan).

NIAGARA REGION

The Founding of Chippawa – This community, now part of the City of Niagara Falls, was originally established in the early 1790's as the southern terminus of the portage road from Queenston. (Cumington Square, former village of Chippawa, Niagara Falls).

NIPISSING

***The Reverend Charles Alfred Marie Paradis 1848-1926** – Commemorates the missionary and colonization work of this pioneer priest of the Lake Timiskaming area. In addition he was a writer, artist and prospector and encouraged the settlement of the Verner region. (St. John the Baptist Church, Main Street, Verner).

NORFOLK

The Reverend Adolphus Egerton Ryerson 1803-1882 – Commemorates this outstanding educationist, journalist and clergyman who established the province's present system of public education. (Woodhouse United Church, highway 24, about 2 miles from Vittoria).

NORTHUMBERLAND

Harwood – Describes the founding of this community which developed in the 1850's primarily as a result of the arrival of the Cobourg and Peterborough Railway in 1854. (The Community Hall, Harwood, about 14 miles north of Cobourg).

ONTARIO

St. Andrew's Presbyterian Church 1840 – This attractive limestone and granite structure, designed in the Neo-Classic manner, was started in 1840 and completed by 1853. (At the church, County Road 15, about two miles east of Beaverton).

James Llewellyn Frise – Commemorates one of Ontario's leading cartoonists, whose cartoon "Life's Little Comedies," later "Birdseye Center," was featured for a quarter of a century in what was Canada's largest weekend newspaper. (Scugog Shores Historical Museum, ½ mile north of highway 7A, Scugog Island).

PETERBOROUGH

The "Grover-Nicholls" House – An outstanding example of Greek Revival architecture that is rare in Ontario, this house was begun about 1847. Early Masonic Lodge meetings were held here and it was acquired by the Masons in 1950. (415 Rubidge Street, Peterborough).

STORMONT

***District Court-House and Gaol 1833** – One of the province's oldest remaining public structures, the central portion of this courthouse was completed in 1833. It replaced an earlier frame building which had served the area since about 1802. (County Court-House, corner of Pitt and Water Streets, Cornwall).

SUDBURY

***Laurentian University of Sudbury** – Commemorates the incorporation, in 1960, of this non-denominational, bilingual institution of higher learning. (At the entrance to the R. D. Parker Building, on the University campus).

THUNDER BAY

Union of the North West and Hudson's Bay Companies 1821 – Describes the union of Canada's two great fur-trading rivals in 1821. Three years later the union was dissolved and control assumed solely by the Hudson's Bay Company. (Dease Street Park, corner of Dease and Vickers Streets, Thunder Bay).

The Geraldton Gold Camp – Discoveries of gold in this region in 1931-32 mushroomed into an extensive gold-mining field and led to the founding of Geraldton. (Geraldton Centennial Library Building, Second Street West, Geraldton).

TORONTO (METRO)

The Discovery of Insulin 1921 – This important medical discovery, made by Charles H. Best and Frederick Banting, has prolonged the lives of millions of diabetics throughout the world. (In front of the Medical Sciences Building, 1 King's College Circle, University of Toronto).

David Gibson 1804-1864 – A surveyor and politician, Gibson was one of William Lyon Mackenzie's chief supporters in the Rebellion of 1837. His second house, completed in 1851, is now preserved as an historic monument. (5172 Yonge Street, North York).

"Ned" Hanlan 1853-1908 – Commemorates one of Canada's greatest oarsmen who won the world single sculls championship in 1880. (Near the ferry dock, Hanlan's Point, Toronto Islands).

VICTORIA

The Scugog Route – Describes this ancient Indian route, of which Scugog River and Lake formed a part, leading from the Kawartha and Algonquin Park areas to Lake Ontario. (Memorial Park, Lindsay).

WATERLOO

Galt City Hall – This attractive public building, constructed in 1857-58, is classical in general style, with a strong "Italianate" influence. (At the Market Square side of the City Hall, Galt).

WENTWORTH

Upper Canada's First Paper Mill, 1826 – The province's first paper mill was constructed by James Crooks, one of Upper Canada's most successful entrepreneurs. It continued in operation until destroyed by fire in 1875. (Crooks' Hollow Conservation Area, Crooks' Hollow Road, ½ mile west of Greensville).

"Whitehern" – Completed about 1850, this house is an outstanding example of Hamilton's early Victorian architecture. ("Whitehern", 41 Jackston Street West, Hamilton).

Lionel Beaumaurice (Leo) Clarke, V.C., 1892-1916 – Honours this hero of World War I, who won the British Empire's highest award for valour in September 1916 on the Somme battlefront, in France. (In front of the Royal Canadian Legion Building, Waterdown).

YORK

Lord Beaverbrook, 1879-1964 – Commemorates one of the Commonwealth's best known publishers, politicians and philanthropists at his birthplace. (St. Andrew's Presbyterian Church, Keele Street, Town of Vaughan).

First Steam Train, 1853 – Commemorates the running of the first steam train in what is now the Province of Ontario, by the Ontario, Simcoe and Huron Union Railroad Company. (At the C.N.R. Station, Aurora).

Appendix B

Donations to the Archives

Apart from material acquired by purchase, or transferred from Ontario government agencies the Archives was fortunate during 1971 in the public-spirited co-operation which it received from private, municipal, and institutional owners of historical documents and pictures. The following list includes the names of the donors of the larger or more significant collections during the past year.

Mrs. G. C. Ames, Toronto
Mrs. A. M. Armstrong, Toronto
Dr. E. R. Arthur, Toronto
Mrs. C. S. Bank, Toronto
Barber Turbine and Foundries Ltd., Meaford
Mr. John Bethune, Ottawa
Estate of Mr. V. B. Blake, Toronto
"Bradford Witness," Gerald Barker, Bradford
Mrs. G. J. M. Bray, Toronto
Mrs. H. A. Burnett, Toronto
Canadian Association for Adult Education, Toronto
Mr. N. E. Cantin, Royal Oaks, Michigan
Mr. Charles A. Carter, Mississauga
Mr. R. Y. Carter, Newmarket
Judge J. A. Clare, Barrie
Mr. L. K. Coles, Woodstock
Mr. Donald Crawford, London, Ontario
Mr. V. Crichton, Chapleau, Ontario
Miss G. Doyle, Oshawa
Mr. Harold Drury, Crown Hill, Ontario
"Durham Chronicle," W. Kennedy, Durham
Elgin, St. Thomas Historical Society, St. Thomas
Mrs. R. A. Fee, Islington
Mrs. P. G. Fuller, Unionville
Mrs. J. S. Gartshore, Toronto
Mr. Brian Gilchrist, Toronto
Mr. Ralph Greenhill, Toronto
Mr. W. J. Greenwood, Weston
Mr. M. S. M. Hamilton, Toronto
Mr. Norman E. Horn, Toronto
Mr. R. Hazeldon, Orono
Mrs. Olive Hindman, Toronto
Mr. Thomas Hosie, Port Credit
Mrs. R. R. Humphery, Toronto
Mrs. E. E. Johnson, Willowdale
Mr. W. W. Judd, London, Ontario
Mr. John Lalonde, Jontiel, Quebec
Mr. Charles E. Lane, Williamsville, N.Y.
Mr. W. G. Langlois, Belleville
Mr. Thomas Lee, Baie D'Urfe, Quebec
Mr. D. G. Lockhead, Toronto
Mr. Thomas Long, Port Hope
Msgr. E. J. MacDonald, Cornwall
Miss E. MacGill, Leaside
Mr. Rory MacKay, Inverness, Scotland
Mr. Alex McBain, Toronto
Mr. Thomas McIlraith, Mississauga
Mr. Alex McLennan, Stouffville
Mr. J. McNamee, Orillia
Dr. Gerold Marten, McDonald Saulter, Belleville
Mr. L. B. Martyn, Sutton West
Mrs. L. E. Mavis, Toronto
Mrs. Robin Merry, Toronto
Mr. J. Morris, Isle of Lewis, Scotland
Mr. Grant Mulholland, Toronto
Mrs. Shirley Muir, Toronto
Mr. and Mrs. Gavin Muirhead, Orangeville
Mr. Rowley Murphy, Toronto
Ontario County Board of Education, Oshawa
Ontario Society of Artists, Toronto
Mrs. Frank Packard, Waterloo
Mr. John Pringle, Carrying Place, Ontario
Public Archives of Canada, Ottawa
Mr. Ewan Ross, Goderich
Mr. Andrew Taylor, Galt
Mr. J. Thomas, Jr., Don Mills
United Church Archives, Toronto
University of British Columbia, Vancouver
Victoria University Library, Toronto
Toronto Historical Board, Toronto
Mr. J. C. Weir, Maple
Mr. Douglas S. Wilson, Toronto
Mr. S. Wilson, Toronto
York Pioneer and Historical Society, Toronto

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